

Vol. CLXVII, No. 9

NEW YORK, MAY 31, 1934

10c A COPY

INSPIRED HOSTSHIP

LAKE, mountain, seashore, ocean liner, dude-ranch-all constantly compete for the vacationist's favor.



In addition to these, Chalfonte-Haddon Hall at Atlantic City vies with a galaxy of other attractive hotels, scattered along the curve of the boardwalk like jewels in the scabbard of a Sultan's scimitar.

To prevail against all these enticements calls for inspired hostship and distinctive advertising.

Two attractions lure people to the seashore—the search for excitement, and-paradoxically-to

G

get away from it. At Chalfonte-Haddon Hall-uniquely-one may choose between these two extremes, or delightfully fraternize with both. Such versatility, plus a constant regard for the comfort of every guest, has created for these two-hotels-in-one a distinct personality.

Chalfonte-Haddon Hall advertising-in a friendly, autobiographical vein-sketches the joy of sojourning where life goes along



at your own sweet pace. Through this dual-appeal, fun and fine living, rest and relaxation, Chalfonte enjoys an all-year popularity.

N. W. AYER & SON, INC. HEADQUARTERS ADVERTISING SQUARE, PHILADELPHIA

WASHINGTON New York · Chicago · San Francisco Lundon Montreal senos Alres São Paulo

A Gain of Almost a Million Lines

IN TOTAL PAID ADVERTISING

Among Boston newspapers the Herald-Traveler leads the way in linage recovery. During 1934 up to May 23rd in Total Paid Advertising the Herald's total of 5,090,626 lines exceeded the total of the second paper by 840,211 lines; the Herald's actual gain of 897,329 lines was a larger gain than that of any Boston newspaper.

As usual during this period, in the major classifications of retail, general, financial and classified advertising the Herald led all Boston newspapers.

Figures by Media Records, Inc.

BOSTON HERALD-TRAVELER

Advertising Representative
GEORGE A. McDEVITT CO.
New York Chicago
Detroit Philadelphia
San Francisco



For seven consecutive years the Herald-Traveler has led all Boton newspapers in total paid advertising. IN the the fa create alight, whose regulat the new

late it.

wire f have be kind in Besie think no ame make i

> Alon Frank

Vanity
America
ing Ag
bled la
And
the vo
who, a
among
words
and wa
At th

associate chairma manner a long ning as advertis on advervulgariteral, all to comments of the comments of the

No l wards, Americ ciation, agency on all

Yet a

Vol. CLXV Entered as

PRINTERS' INK

NEW YORK, MAY 31, 1934

This Week

In the sinning situation, one of the more disturbing elements is the fact that when, by law, you create a new offense, you also set alight, in the breasts of those whose conduct the law seeks to regulate, a burning desire to flout the new commandment and to violate it.

Since the days of Eve, a barbedwire fence and a sign KEEP OUT have been enough to transform mankind into a horde of apple eaters.

Besides, great numbers of us think that sinning is fun; hence no amount of legislation ever will make it unpopular with the common people.

Along this line, the sprightly Frank Crowninshield, editor of Vanity Fair, preached to the American Association of Advertising Agencies, in convention assembled last week in Washington.

And thus he added his voice to the voices of other missionaries who, as you might say, ventured among the 4-A heathen to utterwords of wisdom and guidance and warning and exhortation.

At the same revival meeting, the association's own retiring board-chairman, W. C. D'Arcy, as mild-mannered a man as you'd find in a long day's hunt, ripped into sinning as it is practiced by certain advertisers; and he cracked down on advertising that, by capitalizing vulgarity, suggestiveness, and general, all-around bad taste, promises to commit suicide.

No less vigorously, Alice Edwards, executive secretary of the American Home Economics Association, told the foregathered agency men why some women look on all advertising with suspicion.

Yet all is not lost. Admitting

of life, Allyn B. McIntire, president of the A.N.A., exhorted the agency men to re-sell honest business to the public.

Altogether, reports the representative on the ground for Printers' Ink, advertising took it on the chin—and at its own request. And as for sin, after having been steeped in it at the Washington meeting, he remarks that often it is the product, not of a capacity for being sinful, but of a capacity for being stupid.

But, of course, not everybody was in Washington last week, listening to the lambasting of the iniquitous. For example, C. B. Larrabee was digging into the question: How much shall we spend for advertising? In this week's issue he summarizes and analyzes answers from some 200 leading advertisers. Mostly, he finds, methods of arriving at advertising outlay have changed but little during the last three years, but where there has been change it has veered in the direction of basing the investment on past sales.

Meanwhile, Arthur H. Little was listening—or trying to listen—to the annual, general-management conference of the American Management Association. Perhaps the chair seat exerted a prejudicing effect; anyway, Mr. Little, in his report in this week's P.I., seems to feel that something ought to be done to render more articulate the quite, modest, well-informed technicians of business who really have a lot on the ball.

L. G. Peed, general sales manager of DeSoto Motor, describes

that there is dishonesty in all walks

Vol.CLXVII: No. 9. Weekly. Printers' Ink Pub. Co., 185 Madison Ave., N. Y. Subscription \$3 a year, U. S. Entered as second-class matter June 29, 1893, at post office, N. Y., under the Act of March 3, 1879.

second-crass matter June 2

LE

led all Bostotal paid

the method by which his company dramatized the presentation of a new product. It's a kind of demonstration well calculated to send goose-pimple waves along the spines of dealers and salesmen.

Dr. L. D. H. Weld, scholarly researcher, discusses fixed price differentials, going into the pros and cons of an important code-provision that affects the whole marketing system.

William T. Laing explores markets that pop up over night. To help sellers find them, he recommends—among other expedients keyed headlines.

M. L. Harter tells how adver-

tisers are helping retailers to sell. One good way to disseminate sales information is through the house magazine. If, Mr. Harter says, the sales-idea department in such a publication were doubled or trebled, a definite sales increase would surely result.

England has been dabbling with an idea that has been proposed over here—the substitution of government brands for advertised brands. Last year the Ministry of Agriculture tried to introduce a national mark for British jams. The effort has led to more than a modicum of difficulties, one of the obstacles being that advertisers refuse to use the national mark, many holding more faith in their own.

CONTENTS

Sin—and Advertising	Advertising44
Frank Crowninshield, Editor, Vanity Fair	ALICE EDWARDS, Executive Secre- tary, American Home Economics Association
Dramatic Action Sells!12	
L. G. PEED, General Sales Man- ager, DeSoto Motor Corporation	How Advertisers Are Helping Retailers Sell51 M. L. HARTER
How Much Shall We Invest in Advertising?17	Scrappy Goes to School54
C. B. LARRABEE	Those Markets That Pop Up Over Night
Groucho Says:24	WILLIAM T. LAING
	British Jams62
Agency Men Invite, and Get, Cracks on Chin25	Fight Back!
G. A. Nicholf	ALLYN B. McInter, Vice-President, Pepperell Manufacturing Company; President, Association of National Advertisers. Inc.
A Warning to Advertisers, a Call to Action	,
W. C. D'Arcy, President, D'Arcy Advertising Company	Let Guidance Speak Aloud69 ARTHUR H. LITTLE
	Premiums Not Prohibited
Fixed Price Differentials37	President Expects to Talk at
I. D. H. Weld, Director of Re- search, McCann-Erickson, Inc.,	A.F.A. Meeting80
and General Marketing Coun- selors	Editorials86
	The Little Schoolmaster's Class-
Grade-Mark Campaigns 42	room90

Index of advertisers page 94

934

ales ouse ays, ch a oled,

ould

with

ernnds.

iculonal

ffort n of

be-

use

11 . . 44

cs.

ıg

...51

. . . 54

. . . 62

...64

. . . 69

...77

at ...8086

si-

Jp ...57

Standing

In 1933: The New Yorker was

First in number of advertisers

with 871

Second in number of pages

with 1891

Second in number of lines

with 811,239

Fifteenth in revenue

with \$1,660,161

In 1934, (1st 4 months): The New

Yorker was

First in number of advertisers

with 564

First in number of pages

with 904

Second in number of lines

with 387,947

Twelfth in revenue

with \$828,326

NEW YORKER

NEW YORK CITY

7,000,000 Spenders



Move to Wisconsin

MOVE all the people of New York City to Wisconsin and their number would approximate the number of tourists who come here in June, July and August.* Vacationists stay an average of sixteen days, and spend \$140,000,000 in Wisconsin. Add to that sum the expenditures of thousands of out-of-state people who own Wisconsin summer homes and who stay the entire season, and the total would reach \$200,000,000—which is one reason why you should not give your advertising any summer vacation in Wisconsin.

Summer months are also the months of highest income on Wisconsin farms—and the months of biggest factory payrolls in Greater Milwaukee.

In this good year 'round market The Milwaukee Journal does a thorough selling job alone!

* According to actual count by the Wisconsin Highway Commission on main highways only.

THE MILWAUKEE JOURNAL

Sin! amou Mr. tising this "chae full, certa PRIN of M

I WA America about o

This fathered lean, add ator from of the father man. I am su

But the to prevent traffic in, the "over certain for ments, consistended to pier for the state of the state o

I am to well, awa because of his life, a such a bill over to h Cavers, a University you to det a professo University the myster ant drinki

and beauti

Sin—and Advertising

Sin! Calvin Coolidge said his preacher was against it. But, strictly among friends, it is a factor with which advertisers must reckon. Mr. Crowninshield, speaking at the American Association of Advertising Agencies dinner at Washington last week, had to cut short this delicious speech because, as he explains it, the radio was "champing at its bit" to hear Mr. Harriman. But here it is in full, and also in its pristine (90 per cent, or so; maybe more-but certainly not 100 per cent) purity. It appears here as dictated for PRINTERS' INK by Mr. Crowninshield from his notes. A report of Mr. Harriman's address appears elsewhere.

By Frank Crowninshield

Editor, Vanity Fair

I WANT to talk to you a little about sin! I mean its origins; some of the pleasures to be derived from it; the laws, in America, that are supposed to control it and, very particularly, about our old friend, the Copeland Bill.

This bill, as even the ladies among you know, was originally fathered by Professor Rex Tugwell, but has now become the lean, adopted and unhappy child of Royal S. Copeland, the Senator from New York. As to the merit and wisdom of certain of the features in the measure-those, for example, concerning the manufacture and sale of poisoned or adulterated foods-I am sure that all right-minded people will be of one accord.

But the measure is also, as you will remember, largely devised to prevent the manufacture of. traffic in, what might be called the "over-romantic" advertising of certain foods, drinks, drugs, garments, cosmetics and other articles intended to make life a little happier for the ladies of America.

I am told that Professor Tugwell, aware perhaps that he was, because of the Puritan austerity of his life, a little unfitted to draft such a bill, turned the heavy task over to his friend, Mr. David F. Cavers, a professor of law in Duke University. And I will leave it to you to determine just how fitted is a professor of law in a Southern University to deal intelligently with the mysteries of good eating, pleasant drinking and the adornment and beautifying of women-including the newer types of brassieres and the recently discovered Vitamin D face creams.

And this is only another example of how ineptly we Americans always attack the difficult problems of prohibition. Whenever, in this country, new legislation is drafted, with a view to controlling some deep-seated human frailty other, the Government invariably turns to a man, or to a group of men, who know practically nothing of the passion primarily involved.

And if the provisions of this bill may seem to you a little autocratic and mandatory, I would remind you that the prime begetters of it -Messrs. Cavers, Tugwell and Copeland-are named, respectively,

nsin the and

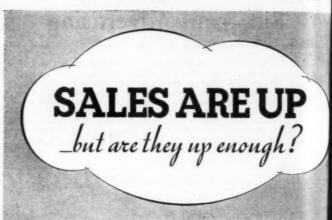
days, that

eople v the

0.000 vour

come ggest

ukee



JUSINESS is better—certainly. In the country as a whole it is quoted as 26% better than it was a year ago. In nearly every line, each month sees new and substantial increases. Sales are up.

But are they up enough? Every manufacturer should ask himself this question: "Are my sales merely tagging along with the gain in my industryor are they ahead of the average? How do they measure against competitor's gains?"

For in these days progress must be regarded as a purely relative thing. Recovery will favor even those who do no more than idly twiddle thumbs. But any gain that is less than the average is a relative loss. And in the face of substantially greater costs, it is questionable whether average gains will pay increased profit.

More than ever, those concerns with a real desire to go forward must show a real turn of speed. Right now the

weather is clear, the track fast stage is set for a winner to himself.

In this agency, we are priviled of 1932. serve some of America's most come the aver ent winners. Many of these adverter of 1934 have been with us since befor depression. This group actually accomplished abead during the darkest years- clients. In ing up new sales records while buadvertisers generally hit the toboggan.

Other leading manufacturers to Ruthrauff & Ryan in the In Thirties. They, too, went fo while competitors were sliding

But dividends are not paid yesterday's laurels. Our clients at out in front in today's race for ship in their respective fields.

One of them, selling the h priced brand in its field, has reg a gain of over 50% in volume of

e the ind with pric than our 41%.

nother con e of the to ore than 2 third man 933 on the

-and this was a year his concern he list is 1 pany show: year which rare these is

competito

NEW YO DETROIT 1934

ck fast

er to

privileg

most co

se adve

years-

an.

acturers the Tro vent fo sliding

t paid

lients a ace for fields.

g the l

has reg olume (

×

e the industry at large, competwith prices averaging one-third than our client's, has advanced 41%.

nother company has increased its e of the total business in its field nore than 25%.

third manufacturer is 90.7% ahead 933 on the basis of first quarter -and this in spite of the fact that was a year of phenomenal growth his concern.

he list is long . . . still another pany shows a gain of 116% over year which, in turn, was 70% d of 1932. And this is in a field te the average gain for the first ter of 1934 is from 40% to 50%. ce before rare these isolated instances among actually ccomplishments of Ruthrauff & clients. In the majority of cases while bu advertisers we serve are leading competitors where leadership

counts today-in rate of increase of sales.

It is significant that in such successes, advertising plays a full part in the selling plan. Our clients found that in the face of the worst depression conditions sales were plentiful when sought by sound advertising strategy. Understanding how to develop a strong selling idea and skill in humanizing that idea to induce response from the public brought results all through the period of 1930-1933. It is only natural that these same abilities should be even more potent in producing results today.

If a manufacturer's sales are up-but not up enough; if his business shows the phenomenon of going ahead while at the same time falling behind the leaders, it may be worth his while to talk with this agency.

RUTHRAUFF & RYAN, INC.

Advertising

CHICAGO · ST. LOUIS · KANSAS CITY DETROIT LOS ANGELES

Government

euphemistically calls a "controlled and regimented

David, Rex and Royal. And I will ask you how, from names like those, we could have expected any bill that was not biblical, imperial and autocratic in its import? Indeed, when I first read the Tugwell Bill I was surprised to see that it was signed, Rex Tugwell. I had thought, from its somewhat mandatory tone, that it would certainly be signed, Tugwell, Rex.

Lawmakers Like to Prohibit Pleasure

As I hinted, if there is anything which an American lawmaker likes to do it is to prohibit people from indulging in some form of pleasure, particularly if it is a pleasure which he himself is too old, too cynical or too anemic to enjoy. The only point, for example, which our lawmakers overlooked, when they tried to prevent drinking in America, was that Americans happened to like drinking. They liked it so much, in fact, that, according to Mr. Choate, the Director of our Federal Alcohol Control, the annual consumption of illicit spirits and liquors-not legal, but illicitis now twice as great as our total annual consumption of liquors and spirits, both legal and illegal, before Washington decided to prohibit drinking entirely.

All of our intricate laws prohibiting gambling resulted, in the years immediately preceding the depression, in the greatest and most disastrous orgy of gambling which the world has ever known. And the laws with regard to feminine modesty, whether on the stage or on the beaches, which were seemingly intended to promote the four-piece dancing suit and the sixpiece bathing costume, were so cleverly drafted that naked women now appear nightly in our theaters while women at our beaches wear practically no bathing suits at all. And so the story invariably goes.

I have lately come to think that the lawmakers who, in Washington, are trying to keep us from what they call sin, have lost sight, of the fact that, to most intelligent men and women today, a little sin is a very pleasant corrective for being forced to live what the

life." The first example of Senator Copeland's particular sort of prohibition goes back about 10,000 years; to a garden party arranged by a very human and beautiful young woman. You will remember that Eve, the mother from whom all our sinful impulses sprang, was told that she could, with entire impunity, eat of all the fruits in the garden save one. And that when she was informed that of that particular tree she certainly must not eat, it was a matter of two minutes before she was not only eating it with gusto but passing on the less desirable pieces to her husband. And it was that prohibition, you will remember, that completely disrupted the pleasantest and first recorded nudist camp in history.

so

And then, 10,000 years later, Professor Tugwell, modestly enacting the role of the Creator, and walking in his Washington garden in the cool of the day, drafted a bill of thirty or more pages, the chief purpose of which was to tell, not one woman, but 50,000,000 women, what they can or cannot eat, what they can and cannot wear, what they may or may not drink, and how and how not they may attract the attention of gentlemen -whether legal consorts, acquaintances or total strangers.

Women Have No Fear of Sin

Now, the truth is that most women are not quite as afraid of sin as the professors of law would like us to believe. A witty Englishman once said that while twenty years of sin and romance made a woman look a little like a ruin, twenty years of married life gave her something of the appearance of a public building. And I am confident that the great majority of the ladies here present would prefer to look like the Parthenon, for instance, than to take on the appearance of, let us say, Professor Tugwell's Department of Agriculture.

When I was a boy, I was told by (Continued on page 83)

1934

ally

ator pro-0,000 nged tiful nber hom was

s in

that of inly of

not asss to

prothat antamp

ater,

enand

rden

ed a

the

tell,

nnot

rear,

rink.

may

men ain-

WO-

sin like

man

man

enty her

of a onfithe

inearfugture.

IT DARES TO BE DIFFERENT



POINT OF DIFFERENCE NO. 2

A Unique Reader Relationship

The subscribers to The Christian Science Monitor have a most unusual interest in this international daily newspaper. It is essentially "their" newspaper. They approve and support its constructive news policies, its high editorial standards—and its clean advertisers testify to its exceptional responsiveness, as may be learned at any of the offices below.

THE CHRISTIAN SCIENCE MONITOR

Published by The Christian Science Publishing Society Boston, Massachusetts

NEW YORK OFFICE-500 FIFTH AVENUE

Other Branch Offices: Chicago, Detroit, St. Louis, Kansas City, San Francisco, Los Angeles, Seattle, Miami, London, Paris, Berlin, Florence, Geneva.



Dramatic Action Sells!

How DeSoto, Mixing "Legitimate" and Movies, Presents a New Car and Thrills Its Dealers

By L. G. Peed

General Sales Manager, DeSoto Motor Corporation

OUR presentation program this year embodied principles that we have been improving for years.

In merchandising as distinctive an automobile as the DeSoto, we always bear in mind that we are appealing through several factors to a discriminating buying public, and that, therefore, we must impress our dealer organization with the outstanding facts and thus enable our dealers to carry our story, without loss of force, to the prospective purchaser.

The sales factors include, of course, the vehicle's general utility, its beauty and style, economy of operation, safety, the organization behind the product, including the service facilities that the organization has made available to the car

We must dramatize the story to our dealer organization at our annual presentation (similar to the usual type of sales convention) in order that the dealers will return to their homes thoroughly familiar with our program, with the printed facilities that will educate their retail sales organizations properly to present our product to their buying public. We must see to it, also, that enthusiasm for the product spreads to every man who is in a position to sell that product, or to influence its sale.

In addition, each year we seek to re-build the dealer enthusiasm, and through that medium to re-build the enthusiasm of the men on the firing line.

Mindful of these facts, we have found it best to present our message to our dealer body in the form of a play, in which we employ a script that tells, in continuity, the story of the reason for the development of the new product, the methods employed in its development.

the proper methods to be employed in carrying the product's story to the public, and the proper co-ordination of the several factors with the psychology of proper sales methods in the dealer's own estabplishment.

In the play, we find it advantageous to present contrasts. For example, we present a dealer's establishment, poorly equipped, operated by slipshod, lackadaisical methods; and the sketch is not only humorous, but quite definitely pertinent to those dealers at whom it is aimed.

Then we shift to the establishment of a dealer who is capable and alert; and the lines reveal how—in a proper environment—proper selling can be done.

Talking Pictures Play Their Part

In our most recent presentation we used talking motion pictures to tell those parts of the story that could not well be told within the limited scope of the stage. For example, on the screen we dramatized certain conversations between our sales executives and our engineering department—conversations that led to the actual development of certain factors and features in the car. For these passages we used stage settings and trained actors. Next we disclosed, on the screen, how the work of materializing the development actually was carried on in our laboratories and in the plant.

Most interesting, I think, was the grand finale. Our setting incorporated a big back-drop on which had been painted a group of industrial buildings—all in silver against a background of black, the windows "illuminated" in goldleaf and gilt.

Before this setting we grouped,

May 31

To Ma

100 N

PAY lee thousan MECHAN he magazi prospects! the homesional and They're ke stand your outdoors myour sport tackle. The workers—mabout you labes!

And tell of MODEI AND VENTION

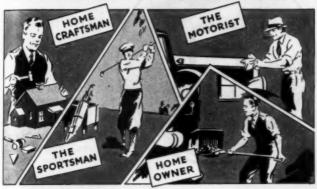
—the last
which delive
under 60¢ p
modestly ac
WIRE RESERV
MODE

NEW YOU 52 Vanderbilt LOS 705

M

Member,

To Test This Amazingly Rich Man Market *At This Low Price!*



AY less than 60 cents per page per thousand and test MODERN MECHANIX AND INVENTIONS, the magazine of over 210,000 ideal man prospects! They're men with money—the home-owning, sport-loving, professional and amateur craftsmen type. They're keen mechanics; they'll understand your automotive story. They're outdoors men—they want to hear about your sporting equipment—boats, guns, tackle. They're good electricians—woodworkers—metal workers; tell them about your radio supplies, tools, lathes! lathes!

And tell them in the September issue of MODERN MECHANIX AND IN-VENTIONS. It's closing in three weeks —the last issue at the present rate which delivers you these selected men at under 60¢ per page per thousand. The modestly advanced new rate will be al-

most a record-breaker for economy

most a record-breaker for economy—but the present rate gives you the alltime low price for a magazine and a
group of readers of this caliber.
Remember, too—MODERN MECHANIX AND INVENTIONS
gained 85,000 circulation in the last 8
months and held it, and its growth is
continuing. You can't dismiss this gain
on grounds of "clubbing" or special
deals, either, for MODERN MECHANIX AND
INVENTIONS
has the highest percentage of newsstand circulation
in its field. It's
a red-hot producer; test it now

to test at this price ends this month! this



WIRE RESERVATIONS NOW . . LAST FORM CLOSES JUNE 20 MODERN MECHANIX PUBLISHING CO.

NEW YORK CHICAGO MINNEAPOLIS 32 Vanderbilt Ave. 519 N. Michigan Ave. 525 S. Seventh St. LOS ANGELES SAN FRANCISCO 705 Bendix Bildy. 1625 Rous Bildy.

AND INVENTIONS Member, Audit Bureau of Circulations SEPTEMBER ISSUE ONLY

PER PAGE PER

THOUSAND

a

oyed y to ordiwith sales stab-

inta-

exstabated ods; huertiit is

lishable how oper

ation es to that the extized our neerthat t of the.

used tors. reen, the the rried the s the

rpohad strial st a dows gilt. aped,

RO



autos delivered Wayne County du ing April exceed the total for any pr vious month back April, 1930. This w an increase of 15 over April, 1931, 5,4 over April, 1932, a 4,937 over April, 193

AUTO DELIVERI -The number

EMPLOYMENT

-The index for Detroit stood at 106.7 for May, 55 points higher than for the same date one year ago, and the highest for any preceding month back to September, 1929.

DEPARTMENT STORES

The department store group shows an improvement of 42% over April, 1933.

NEWSPAPER ADVERTISING

-The Detroit Ne carries 48% of all vertising printed Detroit, the other to papers dividing balance. It is 4th the United States total advertising. shows the greate percentage among the first newspapers of t United States.

The Detroit New

THE HOME NEWSPAPER

New York: I. A. KLEIN, INC.

Moves On

Der dered any proback This woof 1,9 31, 5,4 932, a

1934

932, a ril, 193 G it Ne

of all a inted ther to ling the states sing, a greate

ga first f

J. E.



as broadly as possible, the Chrysler Male Choir, the biggest musical unit of its kind, I believe, in the world. Not in costume, but in the clothes that they wear at their work—some in overalls, some in shirt-sleeves, a few in the uniforms of watchmen—the men swung, stirringly, into the inspiring song, "Strong-hearted Men," to which words had been set that described the strength and the energy of the Chrysler organization.

Throughout the production, from the first scene in which the sales organization in conference sees the reasons for the development of a modern, improved type of automobile, down through the stages of its development and the development of improved methods of selling it, we strove for closely linked continuity, leading to the climatic presentation of the car itself to the

assembled dealers.

This year we staged the climax

like this:

First we presented the car in motion-picture action-not on a conventional movie screen, but on a screen made of paper. The audience watched the automobile go through its paces, demonstrating its ease of riding and unusual performance over rough roads, plowed fields, through sand-pits and around sharp turns. Then the car appeared at the crest of a hill that sloped downward, straight at the audience. Downhill it came, faster and faster, larger and larger; and then, as it seemed to loom directly over the heads of the watchers, suddenly the screen went dark and an actual motor car crashed through the paper and rolled right out on the stage.

Out of the car, nonchalantly, stepped a party of company officials who proceeded, straightway, to describe in selling terms the automobile in which, an instant before, they had seemed barely to escape annihilation.

So much for drama; and it is drama that, we believe, is right

excitingly dramatic.

In addition, however, to the dealer-presentation show, which is attended by our national field organization, we hold series of meetings, at which our executives outline to our field organization our policies for the year. At these meetings we give time to the study of details incident to the product, its presentation by the dealer, its advertising, the methods to be employed in getting new dealers, and the general, over-all effort to forward the corporation's business in the field. At the end of these meetings, the men are examined and graded and generally are called upon to give presentations of our dealer franchise.

With this dual form of presentation, we feel, we accomplish results that would be difficult, if not downright impossible if we were to employ either form alone. Especially effective is the dramatic presentation of the car to both our company organization and our dealer organization at the same time. The presentation is timed so that the men may mingle during luncheon or dinner—provided by the company discuss what they have seen, become better acquainted, and generally create a spirit of enthusiastic

co-operation.

This result along with the distinctiveness and the newness of the car itself, sends dealers and our own representatives away from the gathering with enthusiastic acceptance of the new product, with a knowledge of our policies for the coming year, and with a deep determination to go out and do the job well.

Bryne with General Screen

Andrew Bryne has resigned as director of sales of H. R. Dougherty & Associates to become associated with the Eastern office at New York of General Screen Advertising, Inc. He will be a special representative for the development of motion picture advertising to national advertisers.

Reeder Joins Young & Rubicam

John F. Reeder, advertising manager of the Cadillac Motor Car Company, Detroit, has joined Young & Rubican, New York, in an executive capacity. Before joining Cadillac, he had been with the Campbell-Ewald Company, advertising agency, for five years as as account executive.

Ho

An A

A CH alw policies. formance

A que ing natio

The final have chart last three that such made have dependent the sole mining ho invested in

It is protect the first is three year pretty ger and during a marked minor varito set up o

The second should means any vertisers a increased by dependence

Another
by the sur
lack of flex
In several cecutives rej
this lack w
but was due
type of min
in the accolarge comp

One adv scribed in s system used

How Much Shall We Invest in Advertising?

An Appropriation System Which Will Fit Present Needs

By C. B. Larrabee

CHANGE in the direction of the curve of business activity always places new burdens on advertising appropriation policies. This is true especially of policies based on past performance.

A questionnaire sent recently by PRINTERS' INK to 200 leading national advertisers uncovered two facts of importance in considering present appropriation policies.

The first is that a surprisingly small number of companies

have changed policies during the last three years. The second is that such changes as have been made have tended toward a greater dependence on past sales figures as the sole guiding factor in determining how much money should be invested in advertising.

It is probably not surprising that the first is true. During the last three years business has been pretty generally sliding downhill and during any period where such a marked trend is subject to only minor variations it is fairly simple to set up one policy and stick to it.

The second factor, however, is, or should be, disturbing. If it means anything it means that advertisers are entering a period of increased business placing too much dependence on a weakened crutch.

Another disturbing fact revealed by the survey was the apparent lack of flexibility in appropriations. In several cases the advertising executives reporting complained that this lack was not of their making, but was due to the peculiarly tough type of mind that is so often found in the accounting departments of large companies.

One advertising executive described in some detail the farcical system used in his company whereby he gets flexibility of appropriation methods and the accounting department saves its face. At the beginning of each year a definite sum is determined on for advertising. It is hardly necessary to add that the year does not begin on January 1, but is a genuine accountant's fiscal

From time to time the advertising department goes before the board of directors and demands a change of the figures. This may be a revision upward or downward. During the last year, said this advertising executive, six different changes have been made. However, every suggestion that flexibility in fact be realized has met with the adamant policy of the accounting department that a fiscal year is a fiscal year.

A study of the results of this questionnaire set up against the results of similar questionnaires made both by PRINTERS' INK and the Association of National Advertisers seems to demonstrate no marked trend one way or the other in appropriation policies. The companies answering the current questionnaire are approximately the same as studied by PRINTERS' INK in two previous surveys and there-

1934 fore, cape

it is right

the

h is neetout-our

neety of t, its adem-

forss in neetand i up-

our entasults ownemcially

entapany rganpresmen dinany-

geniastic disof the our m the

, be-

cceprith a r the p deo the

am anager mpany. bicam,

pacity. ly, al-25 20 fore such a trend should be apparent if it were present.

A few years ago the task method of determining the appropriation seemed to be advancing rapidly. This method sets up a task to be performed by advertising and then appropriates the necessary amount of money to perform this task. If the task is too great to be accomplished by available funds then a less arduous task is determined upon and the appropriation made on that basis.

Few companies, once they have tried this method, drop it. However, there are indications that fewer companies have had the vision or courage to try this

method recently.

Percentage of Sales Always a Factor

Good old percentage of sales still seems to be the favorite method of setting up appropriations with a sprinkling of companies appropriating so much per unit sold.

In discussing methods, too often confusion arises in trying to set each method in a definite compartment. Of course in the final analysis percentage of sales, must always be a controlling factor. Those who understand the merits of the task system have always been free to admit that the task must always be governed by per-

centage of sales.

For instance, to present an absurd case in order to prove the point, a small bread company in Minnesota may decide that it wants to become nationally known. Now the board of directors can sit down and determine that it will cost \$10,000,000 to make the bread nationally known. In 1933, however, net profits were \$100,000. The company is probably capitalized at \$250,000 and, if it is lucky, has \$100,000 of reserves.

Obviously, it cannot set out to accomplish the \$10,000,000 job in a single year. It must embark upon a policy of gradual expansion and cut its task to fit the cloth. Therefore, no matter what method is used, in the last analysis it can be classified as the percentage of sales

method.

In order, however, to set apart certain policies advertisers have used methods characterized largely by the approach to the problem. If a company looks upon its appropriation problem primarily from the task side, it is said to use the task method. If, however, it makes the task secondary and says to the advertising department "you can have a certain percentage of sales for advertising next year," then it is using the percentage of sales method.

The percentage method is, of course, sub-divided in three ways. First is the appropriation determined solely on a percentage of past sales. Second, is that determined on a percentage of future sales. Third, is that determined on a combination of past and future

sales.

The weakness of the past percentage method is quickly apparent in a time of business upswing. Business is getting continually better, but advertising funds are limited by sales made during a period of depression. Thus the advertising will always lag behind business conditions. This lag will be particularly marked where accounting departments set up semi-annual or annual appropriations.

Difficult to Predict Future Sales

The weakness of the future sales method is that at present business prediction is in such an unreliable state that it is impossible to do more than make guesses as to what business will be. Therefore, where a percentage of sales is the jumping-off point, the most satisfactory method is a combination of past and future sales administered by an advertising department in close relation to the other departments of the company so that the hazards of prediction are cut to a minimum.

The same objection that applies to the percentage of past sales method also applies to the per unit method. With an appropriation made on the basis of allotting a certain amount per unit sold, advertising is bound to lag because the appropriation cannot be made

GEO.

1934 part

have gely . If prorom the akes the sales en it sales , of vays. etere of eteriture d on iture perarent ving.

betlim-

eriod ising iness parnting al or

sales

iable

o do

fore,

s the

satis-

on of

tered it in

partt the

plies

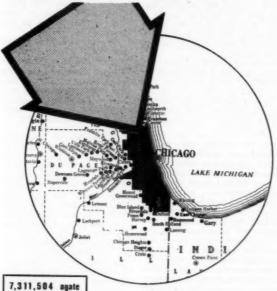
sales

ng a

, ad-

cause made

Place Your Product in Chicago's Largest Retail Warket



7,311,504 agate lines of retail advertising in 1933 . . . over one-fourth more than the next daily paper. Authority: Media Records, Inc.

First or last . . . before your product obtains the fullest possible sale in Chicago it enters

the market of The Chicago Daily News . . . the largest retail market in Chicago. Why not First!

THE CHICAGO DAILY NEWS

EVERY YEAR A YEAR OF LEADERSHIP

GEO. A. McDEVITT CO., National Advertising Representatives
NEW YORK — CHICAGO — PHILADELPHIA — DETROIT — SAN FRANCISCO

until the units are in the hands of dealers. In this case good business drags the appropriation higher.

A much better condition would be to have an increased appropriation encouraging business. In some companies the difference will be almost that between arithmetical and geometrical progression.

Since every method, including the task method, has manifest disadvantages the question is, is it possible to create a system which will combine the best features of each method and eliminate most of

the bad features?

The answer is that it is not only possible, but that a few companies have arrived pretty close to this goal. What then seems to be the best system, based on the experience of advertisers since 1920?

The following is an outline of

such a system:

First, the problem will be approached by way of the task method. This has the obvious advantage of causing the advertiser to survey his field carefully and to set up certain

definite objectives.

Second, the use of the task method will be predicated upon a thorough realization that percentage of sales generally will be a controlling factor. In some cases and they will be very few during a period of rising business-the manufacturers will find that they can accomplish their task without as heavy a percentage of sales as was required during the previous year or has been determined upon as the maximum amount the company was able to invest in advertising.

In this particular case it must be remembered that the per unit method is classified as a percentage of sales method.

Third, the appropriation will not be set up without as thorough a study of future business as is possible under present systems of business prediction. Future business must be a prime consideration in setting up the task as well as in allotting the money to be put into advertising.

It is just as important to try to find out how much money may be available if business improves as it is to find out how much money is available under present conditions.

Fourth, greater flexibility in administering appropriations is one of the prime needs at the present time.

Because of the high fallibility of present systems of business prediction, it is necessary to find some method whereby the dangers of this fallibility can be minimized. The best corrective is a flexible appropriation policy.

If methods are flexible and business does not live up to predictions, changes can be made to pare down the appropriation. On the other hand, if the predictions have been too conservative under a flexible system, the advertiser can jump in with extra funds and thereby reap the benefits of being able to put on

extra pressure rapidly.

A number of companies, even today, have what amounts to an inventory of their appropriations every month. A number of other companies consider appropriation changes every two months. In each case where the appropriation is considered as something fluid and malleable, the company is in excellent position to take advantage of the shifts in the business scene.

There is some danger, of course, of too great flexibility. Any fluid plan should be based on a solid bedrock of a definite appropriation so that the temptation is not to change methods too frequently. It is a fact that where there is a frequent inventory of advertising funds there is also the temptation to make frequent changes in copy and sales policies.

The execution of a flexible system requires considerable finesse.

Fifth, it is desirable wherever possible to have a reserve. This reserve should be set up to take care of temporary recessions in business. Furthermore, where such a reserve is present there is not the temptation to pare down appropriations unwisely when the advance of business meets monetary obstruction.

Also, a reserve gives the advertising and executives an opportunity to jump in with extra

May : presst arise.

For arise on ext If the sufficie into th out th the co additio getting one of tors to reserve immed propria

Sixth is base approp lem an up a b help in

Ever should a comn behavio three y fresh i and the determi made a to be file of mirably

There advertis ciations. appropr а со-оре dustry, 1

Handlin Adverti Railways, dled as fo Smith, a campaign vertising and Atlan Advertisin ronto. Ac Eastern C Wester West); ac zines and magazines

Packard M. M. (vice-preside the Packa troit.

1934

as it

ey is

ions.

ad-

ne of

time.

y of

edic-

some

s of

ized.

xible

busi-

ions,

down

other

been

xible

np in

reap

ut on

even

o an

tions

other

ation

each

in is

and

xcel-

ge of

ourse,

fluid

solid

iation

ot to

y. It

is a tising tation

sse.
r poseserve

siness. eserve

mptans unisiness

e ad-1 opextra

ie.

pressure when special situations

For instance, a situation may arise where competition is putting on extra pressure in a certain area. If the advertising department has sufficient reserve funds it can jump into this competitive situation without the necessity of going through the complicated process of getting additional funds. The problem of getting these funds then becomes one of inducing the board of directors to build up a slightly depleted reserve—a problem which has no immediate necessity—instead of appropriating funds for special drives.

Sixth, a good appropriation policy is based on a realization that the appropriation is a continuing problem and that it is desirable to build up a body of data which will be of help in determining future policies.

Every large national advertiser should take present conditions as a command to study appropriation behavior during the last two or three years. These years are still fresh in the minds of executives and they can now, in retrospect, determine the mistakes that were made and the policies that proved to be successful. An experience file of this kind should serve admirably as a guide to the future.

There is a suggestion here for advertising groups and trade associations. In every industry the appropriation is, to some measure, a co-operative problem. If the industry, through its association, will

appoint a committee of advertising executives these executives, by pooling their experience, should be able to work out a group of facts that may be of great help to advertisers in that industry in a period of future depressions, whether that depression is major or minor.

Such a program as has just been outlined is not complicated. As a matter of fact, it is much simpler than the harum-scarum method used by far too many advertisers.

It is vastly superior to any outand-out percentage of sales method and probably eliminates most of the disadvantages inherent in the task method.

It is not a visionary system. In fact it is highly practical and has proved so where it has been used. It is probably a system that will be used by more and more companies in the future. They may vary it to suit their particular cases, but in its general framework it is sound, efficient and simple to operate.

Its chief advantage is that it takes care of the one essential of a good appropriation policy—the ability of the appropriation to foster better business. That is the primary job of advertising and it is surprising that so many advertisers, even today, by clinging to past sales figures, handicap advertising in its efforts to build for the future. The appropriation method just outlined eliminates that disadvantage and really gives advertising an opportunity to lead business out of depression.

Handling Canadian Railways

Advertising of the Canadian National Railways, Montreal, is now being handled as follows, according to Arthur B. Smith, advertising supervisor: Special campaign in Canadian dailies; rail advertising in Eastern Canada, (Central and Atlantic regions) by the Canadian Advertising Agency, Montreal and Toronto. Advertising of other services in Eastern Canada; rail and other services in Western Canada, (Port Arthur and West); advertising in Canadian magazines and United States newspapers and magazines by J. J. Gibbons, Ltd.

Packard Promotes Gilman

M. M. Gilman, vice-president in charge of distribution, has been advanced to vice-president and general manager of the Packard Motor Car Company, Detroit

Walsh in Air Conditioning Field

E. V. Walsh, formerly vice-president in charge of sales and advertising for the Timken Silent Automatic Company, has been appointed sales manager of the air conditioning division of the Campbell Metal Window Corporation, which is owned by the American Radiator & Standard Sanitary Corporation. He was with Timken for eight years, previously having been with the International Time Recorder Company for eight years.

Has Walk-eze Account

Moser & Cotins, Inc., advertising agency of Utica, has been appointed to handle the advertising of Walk-eze, Inc., Syracuse, heel protectors and orthopedic appliances. Women's magazines will be used.

A new character by Booth Tarkington ne

Orvie Stone

T'S BEEN only a few months since Booth Tarkington's new character, Orvie

Little

Stone, first appeared in The Saturday Evening Post. But already "Little Orvie" is far more real to millions of American families than the youngster who lives down the street.

It's been only a few months since Parker first advertised their new Vacumatic pen in the Post. But already college students, executives, housewivesmen and women everywhereare using and talking about this new pen.

For the Post audience is intelligent-quick to take to their, hearts the new characters Post authors introduce.

The Post audience is respon-

sive-quick to open their hou and offices to the products Post advertisers.

And the readers of the Po share a common and inter interest in what's going onbusiness, in politics, in the wor of books and sports. An inter that extends not only to t characters and ideas present by Post authors—but to be the new and time-tried pre ucts in Post advertising.

POWER LIFE TO

.both

IONAL RE

HE S.

on new pen by Parker

.both win instant success in the Post



g on-

hewor

inter

y to to resent

ed pr

THE PARKER PEN COMPANY

has authorized this statement:

"We have advertised continuously for forty-one years and placed the bulk of our magazine advertising investment in The Saturday Evening Post, because it was and is the most effective place to advertise.

"Since we placed the first ParkerPen advertisement in the Post we have sold more than 30,000,000 pens.

"Post advertising is so powerful that we give the Post principal credit for the important part advertising has played in our sales program."

POWER THAT BRINGS NATIONAL REPUTATION TO AUTHORS
LIFE TO THEIR CHARACTERS IS THE SAME POWER THAT GIVES
TONAL REPUTATION TO ADVERTISERS AND LIFE TO THEIR TRADE

HE SATURDAY EVENING POST

"AN AMERICAN INSTITUTION

Groucho Says:

What Is Good for an Advertiser?

SALES are good for an advertiser; therefore, any advertisements that increase sales are good? You say that if moron advertisements do the trick you are for moron advertisements, and that's all there is to it?

I don't care whether an advertisement is gushy, I'm somewhat gushiy myself. I like comic strips. I get daily nourishment out of the Timid Soul, Major Hoople and

Pop in the funnies.

Maybe I'm a moron. I suspect it now and then. And I love a circus side-show. I'd rather listen to a barker than to a sermon or a lecture on psychology. But I don't think much of a liar in trade or a circus barker in an important industry.

Moral principle? No, business efficiency! You can argue forever about "individual initiative vs. regimentation" and you will never get to the point when either side of the

argument can take away the fact that business means buying as well as selling, that bulldozed buying, kidded-along buying, falling-forfake-value buying, do not make for solid and increasing trade except in expensive and dangerous spurts with false power behind them.

Virtue, purity, unselfishness, I don't ask any of these from an advertiser, but if a man is big enough to be an advertiser he's big enough to see that dealer, distributor, consumer all must be served with sound value if our business structure is to survive—big immediate sales to customers to the contrary notwithstanding.

"So long as buyers aren't organized to take care of themselves, let's soak 'em!" That is today's policy with many organizations. And it is a force of destruc-

I defy anybody to show I am wrong. GROUCHO.

A.N.A. Magazine Study Ready

The semi-annual edition of the study of magazine circulations has been released to the membership of the Association of National Advertisers. The study is a six-month analysis of the circulations of six women's magazines, five general weekly magazines and five general monthly magazines. It covers the four six-month periods ending June 30 and December 31, 1932 and 1933, and is a supplement to the twelve-month studies of these groups of magazines made for a four-year period as of June 30 of 1933, 1932, 1931 and 1930.

Curts Joins Lucas Paint

Charles W. Curts has been appointed advertising manager of John Lucas & Company, Inc., Philadelphia, paint and varnish. He recently was sales and advertising manager of the General Scientific Corporation, Chicago. Previously he was advertising manager of Pinaud, Inc.

Sonotone to Topping & Lloyd

The Sonotone Corporation, New York, hearing aid, has appointed Topping & Lloyd, Inc., New York, as its advertising agency. Newspapers and magazines will be used for the balance of the 1934 advertising program.

Advanced by McGraw-Hill

M. W. "Sam" Perinier, who has been with the McGraw-Hill Publishing Company for twenty-one years, has been appointed vice-president in charge of district offices. He will make his head-quarters in New York. Last week his friends in the Cleveland advertising fraternity honored him with a farewell reception.

reception.
Eldridge R. Haynes, who has been representing Business Week in Cleveland, succeeds Mr. Perimier as general manager of the Central district.

manager of the Central district.

John M. Rodger, general manager of
the Western district with headquarters at
Chicago, has been made a resident vicepresident.

Dodge Motors Appoints Betts

W. E. Betts has been appointed assistant to Emerson J. Pong, director of merchandising and advertising of Dodge Brothers Corporation, Detroit. Mr. Betts was formerly sales promotion manager of the Hudson Motor Car Company.

Loring Pratt with Blackman

Loring Pratt has joined The Blackman Company, New York agency. He formerly was with Benton & Bowles, Inc., and before that was with Erwin-Wasey & Company.

A D Wasl occur days Th was

zation tion of Thi its coracks kind course sumer:

The but the smiling at least a situate such a day's with the least a situate such a day's with the situate situate a situate such a day's with the situate sit

Bill h Comme town o ago. Jo Associa me an crowde having Alice 1 America sociation under 1 some re sumer's advertis the epis

Mr. Be whisper "Thos vertising ing up s tively ha is to sure

The f

Agency Men Invite, and Get, Cracks on Chin

And a Merry Time Is Had at Four A's Convention

By G. A. Nichols

A DVERTISING was under heavy fire again last week in Washington—a common enough occurrence there in these stirring days of the New Deal.

act

ng,

for

urts

, I

an

big

big

rib-

rved

ness

me-

con-

or-

iem-

it is

niza-

ruc-

am

has

been

ge of

headk his g fra-

rewell

Cleve

eneral

ger of

ters at

assis-

Dodge Betts

anager

Black-

y. He Bowles,

Erwin-

ny.

5

10.

This time, however, the attack was not only invited but engineered—and by no less an organization than the American Association of Advertising Agencies.

This courageous body stuck out its collective chin and invited cracks at it from those of its own kind—including advertisers, of course—and more especially consumers.

The chin was cracked a-plenty, but the agents came up grimly smiling and vowed that they would at least try to do something about a situation which seems to make such attacks a regular part of the day's work in all things having to do with advertising.

It all started at the Copeland Bill hearings before the Senate Commerce Committee in that same town of Washington a few weeks ago. John Benson, president of the Association, was standing next to me and Roy Dickinson in the crowded committee room-others having beaten us to the few chairs. Alice Edwards, secretary of the American Home Economics Association, and several other women under her direction were making some representations about the consumer's unfriendly attitude toward advertising. There was drama in the episode-so much of it that Mr. Benson was constrained to whisper to us:

"Those women are making advertising history. They are bringing up some issues that will positively have to be met if advertising is to survive."

The following week PRINTERS'

Face the Music," in which was set forth the gravity of the consumer revolt as described by Miss Edwards and her associates.

This editorial, emphasizing as it did the imperative need for constructive action, drew forth a great amount of comment—the net of which was that advertisers as a whole recognized the peril and were willing to do what should be done to meet it.

Out of all this grew the theme for the agents' meeting.

Chairman D'Arcy Issues a Warning

The agents and their invited guests received the shock of their lives within a few minutes after the session opened. Mild-mannered W. C. D'Arcy, the retiring chairman of the board, was making the opening address. He expressed in the usual way the association's thanks to the executive staff and discussed the general business situation. All of which was to be expected. And then abruptly he began considering the sins of the troublesome minority among advertisers. He issued a solemn warning to the effect that advertising is facing a real crisis and that something has to be done.

It was clear that nobody in the audience expected such frank talk from Mr. D'Arcy. His address was the sensation of the meeting. The larger part of it appears in this issue of PRINTERS' INK, beginning on page 32.

Then came Miss Edwards with an amplification of her charges against advertising from the consumer's standpoint which she made at the Copeland Bill hearing. Her thoughtful address, which is also reported elsewhere, beginning on page 44, was accepted as a sincere

May

statement from a group of thoughtful women who have no animus against advertising as such but who conscientiously believe it is not rising to its potential opportunity.

As will be seen from a reading of the text of her address, Miss Edwards was a bit extreme in her ideas as to the extent to which advertising should be descriptive. There is, of course, a happy medium between appeals to the emotional and a factual setting forth as to the quality and virtues of any specific item of merchandise.

Allyn McIntire, vice-president of the Pepperell Manufacturing Company and president of the Association of National Advertisers (his address begins on page 64 of this issue), made a constructive contribution to the discussion by setting forth the cause of the decent and wise advertisers who are recognized as being in the majority. It was his thought that advertising should fight to rehabilitate itself in the estimation of the consumer. He displayed a certain amount of indignation over the recognized fact that much of the criticism against advertising is unjust - in other words, that all advertisers should not be condemned merely because the few did not behave themselves properly.

Nobody is going to quarrel with Mr. McIntire on that premise. Studying the speeches of Mr. D'Arcy and Miss Edwards and considering them in connection with certain bad practices and conditions which we all know exist in advertising, it would seem that plain stupidity rather than criminal intent is at the bottom of many recognized abuses.

Mr. McIntire insisted that advertisers as a class are pretty decent. Which they are. I am sure that he would agree that many of these decent people, despite their good intentions, are stupid in their advertising practices.

Anyway the discussion caused the agents, publishers, advertisers and others at the convention to do some hard thinking—always a desirable thing and especially so in advertising. After all, it is difficult to set down any hard-and-fast rules as to just how far in any direction advertising shall go. For the successful advertiser is one who best understands human nature with its frailties as well as its virtues. And, as was so forcefully set forth at the Association dinner by Frank Crowninshield, editor of Vanity Fair, there is quite a bit of sin in the best of us.

The question is, of course, just how far to go in recognizing this trait in consumers, both ladies and

In deciding the question it will probably be helpful to remember that people as a rule, including the sinners, male and female, have a great deal more sense than they are credited with having.

If advertising were a little less stupid, therefore, there would not be so much reason for the attacks that are now being made on it.

Too Much Reform

HENRY I. HARRIMAN, president of the Chamber of Commerce of the United States, speakat the Four A's annual dinner, discussed the difficulties of the NRA code system and objected to so much Governmental restriction of and interference with business operations.

He praised President Roosevelt for his efforts to get business on to its feet to an extent that would perhaps enable it to go forward under its own power but insisted that the reform idea had gone quite far enough. Now that morale seems to be restored, he would have fewer world-saving efforts made by idealists.

by idealists.

"The Administration indeed has a great stake in quick recovery, and many of its bold measures depend for their success upon speedy business comeback" he said. "But it is entirely possible that measures for the reform of our economic

The tw by The preven the first This yes stimulat cial and hazards. The treat test pro products

THE

covered

Indianap

Dan A. Ca

34

T-

in nny addeire of eir eir the and ome able tisset s to adsucbest n its And, h at rank mity n in just

this

and

will mber

g the ive a

y are

e less

d not ttacks

sisted

e quite norale

d have made

ed has covery, res despeedy

"But

easures onomic

it.

. Indianapolis



The twelfth annual City Beautification Contest, sponsored by The Indianapolis News in cooperation with the fire prevention division of the city fire department, began the first of May.

This year has already seen even greater interest—a greater stimulation of the beautification of residential, commercial and industrial premises, and the elimination of fire hazards.

The tremendous amount of interest created in this contest provides a profitable market for home and garden products and equipment . . . a market thoroughly covered, and profitably and economically sold by The Indianapolis News.

THE INDIANAPOLIS NEWS

SELLS THE INDIANAPOLIS RADIUS

New York Dan A. Carroll, 110 East 42nd St. J. E. Lutz, 180 N. Michigan Ave.

Chicago

system may be pushed so strenuously as to delay the return of prosperity. If prosperity does not return, nothing can prevent the type of inflation which has destroyed the business life of many nations." Mr. Harriman spoke for amendment of the Securities Act and the pending Stock Exchange Bill, and for delay of the proposed Wagner Labor Disputes Bill in his discussion of current legislation.

Four A's Officers



@ Harris & Ewing

Left to right: Guy C. Smith, Charles Daniel Frey, Arthur H. Kudner and John Benson

ARTHUR H. KUDNER, of Erwin, Wasey & Co., New York, was elected Chairman of the Board of the American Association of Advertising Agencies at its Washington convention. He succeeds W. C. D'Arcy of St. Louis.

Charles Daniel Frey of Chicago was elected vice-president to succed Mr. Kudner who has been vice-president of the association during the last year.

during the last year.

Guy C. Smith, of Brooke, Smith & French, Detroit, was elected secretary, succeeding A. L. Billingsley of Cleveland; and E. De Witt Hill, of McCann-Erickson, Inc., New York, was re-elected treasurer.

To fill out Mr. Frey's term on the board of directors, T. L. L. Ryan, of Pedlar & Ryan, New York, was elected with three new directors at large, namely, Mr. D'Arcy, the retiring chairman, J. N. Dawson, of Tracy-Locke-Dawson, New York, and F. B. Ryan, of Ruthrauff & Ryan, New York.

John Benson retains the post as president of the association, which he has held for several years, together with the executive staff headed by Frederic R. Gamble, executive secretary.

A new regional council to be known as the Atlantic Council was established. It includes the old Philadelphia and Baltimore council and the Eastern half of the former Southern Council, which was abolished. New officers of the several councils are:

New York Council: Chairman, Frederick C. Bruns, Federal AdMay 3 vertisi man, Co., I

Perrin

M. O. vice-cl & Co treasu ten, E

Atla

Ny "R

having

doubt, the va greater NRA." Thus Nystro Columb before Advert

vention
"The
pose in
plan an
Americ
ever, as
may be
encoura
tarded
establis
and bet
ticularly
lowest
"The

trading set dow codes h of boot such as business ment, b Amendraging unamendmential coordustries made to play of

1934

nend-

d the

, and

agner

SCUS-

er and

e new

Mr.

rman,

ocke-

F. B.

New

ost as which

s, to-

staff

mble,

to be

il was

e old

coun-

f the

which

of the

irman,

1 Ad-

vertising Agency, Inc.; vice-chairman, Paul Cornell, Geyer-Cornell Co., Inc; secretary-treasurer, E. O. Perrin, McCann-Erickson, Inc.

New England Council: Chairman, Maurice M. Osborne, Maurice M. Osborne, Maurice M. Osborne, Advertising, Boston; vice-chairman, J. L. Lavin, Lavin & Co., Inc., Boston; secretary-treasurer, Herbert T. Hand, Batten, Barton, Durstine & Osborn, Inc., Boston.

Atlantic Council: Chairman, Lawrence I. Everling, Richard A. Foley Advertising Agency, Inc., Philadelphia; vice-chairman, C. Harold Marston, Geare-Marston, Inc., Philadelphia; secretary-treasurer, Florence M. Dart, Simpers Company, Philadelphia.

Western Council: Chairman, M. J. Blair, J. Walter Thompson Company, Chicago; vice-chairman, Z. L. Potter, Erwin, Wasey & Company, Ltd., Chicago; secretary-treasurer, M. H. Needham, Needham, Louis & Brorby, Inc., Chicago.

Nystrom Assails NRA Codes

"R ECENT rapid increases in prices have had and are now having a retarding influence on the standards of living. These increases in prices have, in part, no doubt, been due to the changes of the value of money but in still greater degree because of the NRA."

Thus declared Professor Paul H. Nystrom, professor of marketing, Columbia University, in an address before the American Association of Advertising Agencies at its con-

"The NRA served a useful purpose in 1933," he said. "It gave a plan and brought renewed hope to American business. Valuable however, as it was in these respects, it may be questioned whether it has encouraged a rise in prices or retarded rather than helped the reestablishment of better business and better standards of living, particularly in all standards above the lowest level.

"The arbitrary conditions of trading resulting from provisions set down in a great many NRA codes has introduced a new wave of bootlegging in ordinary goods such as prevailed in the liquor business under the 18th Amendment, but instead of the one 18th Amendment, we now have bootlegging under some 400 of such amendments in the form of industrial codes covering that many industries in which the effort is being made to present the natural interplay of supply and demand.

"The price-fixing provisions in the NRA codes, if continued in their present form, will tend to keep inefficient plants in existence and operation. They will cause consumers to seek substitute products and seek new channels through which to obtain them.

"Higher prices, no matter how artificial they may be, will arouse labor's efforts to secure higher wages, and so cause unnecessary social unrest.

"Many of the code makers operating under the NRA have been under the delusion that they might be permitted to set up these prices and market control under the authority of the NRA and then operate them without the supervision of the Government. Industrial self government is a term that has been heard a great deal during the recent months.

"It is unthinkable, however, in nation such as this, with its traditions of free competition, its inherent fears of monopoly, and its impatience of regimentation and control, that industry should be permitted to regulate its prices and other conditions of marketing at the expense of the consuming public, without close public observation. One of the effects therefore of these new provisions for pricefixing introduced in the NRA codes is the certainty that there will be increased Government supervision over business, a supervision that may well eventually become con-trol."

11 L

81

Ne Ba

Bo

Cle

Ha

Pitt St.

ROC

AGAIN

HOUSE & GARDEN DEMONSTRATES ITS ABILITY TO MOVE MERCHANDISE

We Had an Idea

Designed, built, furnished with currently advertised products 5 handsome rooms. Showed them in May House & Garden in Bruehl-Bourges full color photos.

11 Stores Took It Up

Built and furnished identically the 5 House & Garden model rooms on their furniture floor. Held gala openings. Made them focal point of spring displays. Sent thousands of invitations. Bought full-page newspaper space, reaching over 5,000,000 circulation.

Public Came, Looked, Bought

One store reported 5,000 attendance in the first two weeks...sales were made from the rooms themselves ...supplementary merchandise was bought.

Advertisers Already Profiting

Received advance orders, opened new outlets, enjoyed display in House & Garden, in local newspapers, in choice position in 11 leading stores.

... and will profit more

ORDERS FOR HOUSE & GARDEN FALL PROMO-TION ARE NOW BOOKING IN LEADING STORES



O C. N. P.

1 of 5 magnificent rooms in full color... May House & Garden

11 Leading Stores and 35 National Advertisers Cooperated with House & Garden on this Spring Promotion

STORES .																											
New York .									. ,									B	. 1	L	T	M	AN	1 6	. 0	20	
Baltimore .									9		H	IC	C	21	HS	SC	H	IL	D,	, K		OF	IN	δ	. (CO	
Boston						q					1	C	R	I	DA	N	1	AF	LR.	SI	F	C	0	M	PA	N	ľ
Chicago .																											
Cleveland	0		 		 							4		1	H	E	H	IIC	GE	BE	E	C	0	M	PA	N	ľ
Dallas																											
Detroit																											
Hartford .				0	ę		9		9							G		F	CC	2	S.	C	0	M	PA	N	ľ
Los Angeles																											
Pittsburgh															*	I	0	SE	P	H	H	0	R	NE	C	0	
St. Louis .											. !	L	M	M	M	EI	37	. 1	FU	R	N	IT	UI	RE	C	00	

SEE FOR YOURSELF THESE 5 HOUSE & GARDEN ROOMS NOW ON DISPLAY IN THESE 11 STORES

ES SE

1934

May otos.

rden pen-Sent aper

two

enews-

ore

IO-

A Warning to Advertisers, a Call to Action

There were those at the annual convention of the American Association of Advertising Agencies who said that Mr. D'Arcy, in his address as retiring chairman of the board, was perhaps a bit too rough in his citation of the errors, omission and commission, of advertising. But he knows advertising. It is his life work. He therefore speaks as a friend, and not as a sniper trying to do it harm. And if such a man as he finds it in his heart thus to point out the dangers ahead, every advertiser, every publisher, every agent, should at least give respectful attention.

By W. C. D'Arcy

President, D'Arcy Advertising Company

QUITE frankly, advertising as we have been practicing it is losing public confidence. It is very evident in every quarter. In no other way can you explain the new consumer movements, the indignation protests to publications, the proposed regulatory bills and laws, Consumers' Research, and those who have made a racket of this so-called Consumer's Crusade. Let's not forget that a man can tell lies on both sides of the fence: The tide has turned against us. The signals show red.

Advertising alone is by no means the only offender. In many respects advertising today necessarily reflects the superficial tempo and temper of the age. It is somewhat of a crazy world. Public taste and · public morals have been admittedly demoralized. Crime, scandals, rackets and every similar thing to induce moral and ethical disintegration are paraded across the front page. The movies have glorified crime, racketeering, bootlegging. Most of our current literature is scarcely better; much of it is worse. Vulgarity in manners and in language has strutted about among us so long that we have become too familiar with it to realize how it has affected us, our children and our living.

The fine, innate, old virtues of the American people have been bombarded with this sort of stuff so heavily that a sense of wholesome revulsion has started to set in. Most of the people in this country, regardless of outward noisy indications to the contrary, are now, always have been, and always will be decent, courteous, kind, well-mannered and considerate. Too much advertising I am afraid is based on the assumption that they are not.

In this connection, let us remember that at a time when producers claim the public clamors for more dirt, the movies that have had the best box office were clean movies. I need only mention "Cavalcade," "Little Women," "The House of Rothschild," and "The Three Little Pigs." The best selling novel, "Anthony Adverse," is not a story in filth, but a straightforward, human story. I ask you to bear these things in mind in the next observation I wish to make.

As an advertising man, I am concerned with the future of good advertising. I specify good advertising because I believe bad advertising has no future. Which brings me straight to the point—and that is, bad advertising. At least, to me it bad, very bad—for the respect of our profession and for the confidence of people in all advertising.

Now, honestly, haven't we somewhere along the line gotten off the May 31

right t am tall reeks v sake of that is shock if vertising fending mistake

Like an Salesma

Some

mit, has much lo before quite pr out the salesma dressed advertise fensive, of our a patient. ing his From yo the time of thing. ing; it 1 still ragi I don't

ing taction this, that

or bad t

forced t

that ther

trees in

We mus

intellectu to seek the gutte Here v resenting advertising should be about it?

done.

I feel

bland voi some sho suggestion company feel it w magazine, and notice that is lai pages for I say fool men who millions without a right track? You all know what I am talking about: Advertising that reeks with vulgarity for the sheer sake of being vulgar; advertising that is suggestive merely for the shock it will cause; offensive advertising that succeeds only in offending; bombastic advertising that mistakes the noise for the music.

Like an Insulting Salesman

tuff

ole-

set

1111-

Disy

are

al-

ous,

der-

am

tion

em-

cers

nore

the

vies.

de,

of

Lit-

ovel,

tory

hu-

hese

rva-

am

good

ver-

ver-

ings

that

) me

spect

con-

sing.

ome-

f the

Some advertising, we must admit, has fallen pretty low! How much lower do we think it can go before the American consumer quite properly kicks all advertising out the door, just as he would any salesman who entered his house dressed in the blatant style of our advertisements, using the same offensive, hinting, smirking manners of our advertisements, abusing his patient, polite attention and insulting his intelligence, and judgment. From your observations and mine, the time is about up for that sort of thing. The storm isn't approaching; it has already broken and is still raging.

I don't know how these advertising tactics ever got started. I know his, that you can tell a good tree or bad tree by its fruit and I am forced to the pitiable conclusion that there must be some pretty bad trees in the ranks of advertising. We must be getting morally and intellectually bankrupt if we have to seek our advertising ideas in

the gutter.

Here we are, gathered here representing the industry of American advertising. What are we, who should lead the way, going to do about it? Something has got to be

done.

I leel it strongly every time a bland voice over the radio makes some shockingly out-of-place sales suggestion when I am in mixed company at home or elsewhere. I feel it when I thumb through a magazine, periodical or newspaper and notice the blatant bad taste that is laid there on the advertising pages for fools like me. And when I say fools, I mean it—because the men who prepared it give me, and without a shadow of a doubt that

that is largely what they think of the vast market of American citizenry. Just a nation of morons, morbid in tastes, perverted in desires, and unclean in lives and persons.

Of course you are disgusted with it! And so is a whole army of purchasing millions. Let's not kid ourselves. We have loosed the sea in which we will be swallowed up unless, somehow, we can purge advertising of its new-day evils. If you don't believe it is true, just put on your hat some bright day, go out, and ask people on the street, in their homes, in elevators, in offices, what they think about it. Ask your wife. I wish more advertising men did, perhaps then some advertising would wear a better face and talk a higher tone. Or drop into any decent publication's office and ask to look over their fan mail about advertisers. You'll get a shock that will set you back on your heels.

Here is one from an outraged American woman:

Why do you continue to insult the fine women of our land with advertisements implying that our American women are so slovenly and filthy that they are unfit to appear in company or in public unless they have first used some of the soaps, lotions or preparations that are flaunted in display ads on your pages?

These protests are as nothing compared to the bulk of such letters coming in every day to publishers and advertisers. I have them relating to different phases of advertising, from the vulgar, offensive, false and misleading to the fearful, terrible type, and a whole flock inspired by that well-known volume, "100,000,000 Guinea Pigs." These tangible indications of a widespread revolt are there for those who will take warning.

Regardless of what research you make, you will find that quantities of advertisements are bitterly resented because of just this indecency, flippancy, intentional deception, and as a direct insult to our so-called thirteen-year-old national intelligence, which, I sometimes think, was invented merely so some adver-

of t

show

wha

of g

inter

New

study

Conf

Anne

tisers could consider us a populace of boobs.

But even infinitely more ominous to you and me, you will find that, by far, most advertising is simply not believed. You will encounter again and again a simple little phrase that epitomizes a national viewpoint toward our livelihood. It is this: "Oh that, that's just advertising!" You will then, I think, realize that today perhaps nearly as much merchandise is bought in spite of its advertising as because of its advertising. The public has not only gone skeptical in a big way, it has grown hostile too.

Consider for a minute, our friends the publisher and the other media principals. We are allies in the cause of advertising. What are they going to do in the face of this situation? What can they do unless we do our part too? Here are whole systems built up for us by the character and caliber of their editorial and entertainment policies. Can't we too contribute to the perfect whole in the character and caliber of our advertising? Cannot we, by good advertising, help to build and preserve good publications and programs, and the good features and good influence they bring to our national life?

In saying these things I do not intend to blacken all advertising with the same brush. I believe most advertising does not deserve this public indictment. Most of it is a straightforward presentation of intelligent, clean selling. It is manifestly unfair that advertising as a whole should be penalized because of the spectacular antics of a small but vociferous minority.

But the fact remains to be faced. We stand on the verge of a national nausea induced by a wave of ill-considered advertising. And we are going to suffer for it. The public is not to blame. Why not admit it? Not to do so, places us

in the position of a criminal swearing his innocence and crying out that he is being persecuted. Let's come clean about this. The sole responsibility for it lies squarely upon us and all advertising! We are guilty either because of intentional malpractice in our profession, inert indifference, or lack of courage to take the initiative and stop it. To put it any other way is to alibi and to dodge the issue.

Advertising should build a bridge between the product and the consumer—and not a wall. Yet some have proceeded on the reckless way indulging in any kind of advertising fireworks until we begin to see ahead of us a solid wall of prejudice and antagonism, a wall of our own building, between the product and consumer. I do not for a minute deny that spectacular tactics can be effective; I merely insist that they can also be decent. It is not necessary for us to burn down the house in order to roast the pig.

We faced it squarely. We came clean. And we won—to our honor and to the honor of advertising. Advertising was on the spot then, just as it is now—and largely for the same causes. Then came the "Truth in Advertising" movement and advertising took on a new life, won public confidence and entered upon its golden age of influence and, may I add, billing. Well, we've got the same ailment today. But we need a new prescription.

There may be a landslide against advertising ahead of us now. I think we, in advertising can head it off. I don't think anybody else can. It isn't a question of a great moral crusade. It's just a question of common sense, human decency, good advertising and good business. If we use those attributes I think we can make it a landslide for advertising.

G-E Advances Kewley

J. E. Kewley has been elected vicepresident in charge of all sales and factory operations of the incandescent lamp division of the General Electric Company. He will continue to have his headquarters in Cleveland.

Chalkley with Benton & Bowles

Dr. Lyman D. Chalkley has been appointed director of research of Benton & Bowles, Inc., New York agency. He has done advertising and product research work for the Bristol-Myers Company for several years. 34 irut t's ole ely Ne of 10ick ive her the ige onme

tissee

our luct

nintics sist t is

pig.

ame

hen, for

the

life, ered

Vell,

oday. on. ainst

head

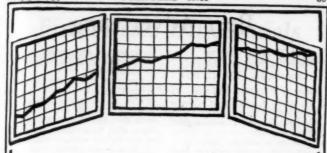
else

estion ency, iness.

think or ad-

les

Henton cy. He ict re-



CHARTING A COURSE through

THE POLK CONSUMER CENSUS OF NEW YORK

THE SALIENT FACTS of the Polk Consumer Census of New York, showing what New York families buy and what they read, have been assembled in a series of graphic pictorial panels.

Advertisers or advertising agency executives interested in the first complete picture of the New York market by newspapers, may see and study this panel display in the Advertising Conference Room of The New York Times Annex.

N. B.
APPOINTMENTS
may be arranged through
The Times Advertising Dept.

Beer Advertising

WESTERN BREWER NATIONAL BREWERS MONTHLY CHICAGO, ILL., May 21, 1934.

Editor of PRINTERS' INK:

Naturally I read your editorial in the May 17 issue, entitled: "Un-fair Deal for Beer," with a great deal of interest.

You are absolutely right.

The whole trouble with our State Liquor Commissions is that they have leaned backward so far that they have almost tumbled over in trying to "protect the unsuspecting public." We have a terrible mess of conglomerated rules and regulations and laws in the different States, and some of these days I hope there will be a conference caused by the

Governors, so there might be more sane regulations and some approach to uniformity.

The way things are now the brewery executive has to keep a lawyer at his elbow telling him what he can and cannot do, and even then the lawyers are not always able to interpret provisions of the Federal code, or regulations of State liquor commissions.

We just have to be hopeful, however, and perhaps some of these days we'll be getting back to a state of sanity and advertising will again have an opportunity to prove its worth in a less restricted control of industry.

DAVID B. GIBSON, Vice-President.

Discontinues Copy Cited as Objectionable

as Objectionable
The Kolynos Company, New Haven,
Conn., according to a stipulation announced by Federal Trade Commission,
has agreed to discontinue the use of
certain copy claims. These include the
claim that the product will whiten teeth
three shades in three days, that the
product will remove or conquer "bacterial mouth," and the expression "down
to the naked ename!" unless such expression is qualified by indicating that
the product will not remove tartar and
other deposits requiring instrumentation. other deposits requiring instrumentation.

Metzger Advanced by Royal
W. A. Metzger, advertising manager
for ten years of the Royal Typewriter
Company, has been appointed manager
of the portable department, succeeding
to the post made vacant by the death
of W. J. Montgomery. Mr. Metzger
will control all portable machine sales,
advertising and promotion activities.
He is succeeded as advertising manager
by Wesley H. Beckwith, who has been
assistant advertising manager. assistant advertising manager,

Advanced by Redfield-Downey-Odell

George E. Van Cott, of the Redfield Downey Odell Corporation, New York printer, has been elected secretary. Datus W. Berlin has been made as-sistant to the president.

Wright Leaves A & P
Henry J. Wright has resigned as advertising manager of the Great Atlantic & Pacific Tea Company, New York.
The company has greatly reduced its national advertising staff,

Advertising Mailing Rates to Be Reduced

Postage rates on advertising matter will be reduced, effective July 1. The reduction runs from one-half cent for reduction runs from one-half cent for the first and second zones to three cents for the seventh and eighth zones. The new rates, which return to those pre-vailing two years ago as ordered when the increase was enacted, follow: First and second zones, 1½ cents; third, 2 cents; fourth, 3 cents; fifth, 4 cents; sixth, 5 cents; seventh, 6 cents, and eighth zone and between the Philippine Islands and any portion of the United States, 7 cents.

Seiberling Appoints Bunting John H. Bunting has been appointed director of advertising and merchandis-ing of The Seiberling Rubber Company, Akron, Ohio. He was formerly adver-tising manager of the sundries division of The B. F. Goodrich Company and, more recently, was advertising manager of The Miller Rubber Products Com-

NBC Appoints Selinger
Henry Selinger, who has been manager of the radio department of Lord & Thomas, has been appointed manager of the Central Division, at Chicago, of the NBC Artist's Service. He was at one time manager of WGN, Chicago. Mr. Selinger will assume his new duties on Lune 15. Mr. Seninger 15.

Buys "Outdoor Life"

The Popular Science Publishing Com-pany, Inc., has purchased Outdoor Life Magasine which the new owner will publish from its main office in New York.

Directo

Pros

E VE discussi now go ment. such as hibition price-fix signmen have be a seriou

our hist Some manent tem; otl experime a chance before th

There basic wh ried out might ha on our v refer to tablishme price di classes o this woul turer wo discount retailers, differentia wholesale

It shoul outset, ho is not cor vides that thority (u may arran all intere primary importers, of defining differentia and reason nature and ing service by each b

The code ever, that and after

Fixed Price Differentials

Pros and Cons of an Important Provision in Basic Wholesale Code Which Affect Entire Marketing System

By L. D. H. Weld

Director of Research, McCann-Erickson, Inc., and General Marketing Counselors

EVENTS that would attract a great deal of attention and discussion during normal times now go by with only passing comment. Many marketing problems, such as minimum mark-ups, prohibition of sales at less than cost, price-fixing, prohibition of consignment sales and many others, have been brought to the front in a serious way for the first time in our history.

Some of these may find a permanent place in our marketing system; others will never get by the experimental stage, and may have a chance to do considerable harm before they are scrapped.

There is one provision in the basic wholesale code, which, if carried out, and made permanent, might have a very important effect on our whole marketing system. I refer to the provision for the establishment by manufacturers of price differentials for different classes of buyers. In other words, this would mean that the manufacturer would establish one price, or discount in making direct sales to retailers, and another, with a fair differential, in making sales to wholesalers.

It should be understood from the outset, however, that this provision is not compulsory. The code provides that any divisional code authority (under the Wholesale Code) may arrange for a conference with all interested parties, including primary sellers, (manufacturers, importers, etc.) "for the purpose of defining and establishing price differentials which shall be fair and reasonable in relation to the nature and extent of the distributing services and functions rendered by each buying class."

The code further provides, however, that after such conference, and after adequate hearings, the

divisional code authority shall formally announce fair price differentials on specific products, and that it shall be an unfair trade practice for a wholesaler to handle such products unless the prices he has to pay are in accord with the fair price differentials established.

The code goes on to say that nothing in this section shall abridge the right of manufacturers to sell direct to retailers, and it further provides that this clause shall not be construed to prevent reasonable price differentials based on quantity purchased. In other words, the code provides that in setting price differentials, two things shall be taken into consideration: First, the functions or services performed by the buyers; and second, the quantities purchased.

Large-Scale Retailers Objected

Between the time of the public hearings and the final approval of the code, objections were registered by various organizations of large-scale retailers, who feared that price differentials would rob them of their low-price buying advantages. On the other hand, approval of the provision was obtained from many small retailers, who apparently felt that their interests would be better protected if manufacturers could be estopped from making unfairly low prices to their big competitors. The clause remained in the code when it was finally approved by the President.

In arguing for the principle of price differentials, wholesalers recognize the right of manufacturers to sell direct exclusively to chain stores, or exclusively to department stores, if they wish. But they claim that when a manufacturer relies on wholesalers for a part of

оге ach the

p a him and alions ions

OWhese o a will rove

con-N, dent.

natter The t for cents The pre-when First ird, 2 cents;

, and ippine United pointed nandis-mpany, adverivision

y and,

Com-

and

f Lord nanager ago, of was at hicago.

ew du-

g Comer will n New



WRIGHT ARCH

In a dissection year in the shoe business (1932) The Digiest pulled an enaming number of inquiries for E. T. Wright & Company, Inc., and a careful check-up indicates that \$1.3.% of the men inquiring actually purchased, at dealers, one or more pairs of Arch Preserver Shoes at a retail price of \$8.50 to \$10.00.



FUL-VUE PRAMES

For the American Optical Company's Ful-Vue Frames, The Digest led the other six magazines on the list in low cost per inquiry and a careful checkup indicates that for every 100 Digest inquiries 129 people went to dealers and bought Ful-Vue Frames—an amazing record of 1.29 alles per inquiry



DAVIS SALT MACKEREL

Every advertisement placed by the Frank E. Davis Fish Company must sell a preordisined quote of salt mackerel if it hopes to get repeated in the assem magazine in those to get repeated in the assem magazine. Until 1933, the record was three times in one magazine may year. Lead year the Bavis salt mackerel advertisement appeared in The Diffect eight times—and averaged 15% above quotes every time.

© both 18th development have appeared to 1954 on January 15th, Polymers 24 one 25th, Meet 16th, Aug 15th, Aug 15th, Aug 15th, Salt 15th, Aug 15th, Salt 15th, Sal



NEW ENGLAND

A careful check-up indicates that four one-column advertisements in *The Literary Diffest* plood by the New England Council, sent at least \$337 vactioners to New England in one summer and the their contribution to the welfare of New England merchants reached \$919,142—nearly a million dellars for a \$3350 expenditure.

New Engined Council advertised in The Digest in 1932, 1933, and begin their 1936 echedule in May.



GEM MICROMATIC

For the American Safety Rasor Corporation see Gem Micromatic Rasor, The Diffest was consttently at or near the top of a long list of magazins in percentage of inquiries. A careful check-up see indicates that for every 100 Diffest inquiries Gen can account for 166 new users! What booten these Diffest readers are

The Gem Basse has advertised in The Digest in 1931, 1912, 1933, now in full pages in March, April, etc.



TRAVEL

A careful check-up indicates that for the Trusatlantic Steamship Lines 2% pages in *The Digi*annt at least 867 people to Europe least year, as they didn't travel "tourist" either, for they spett i total of \$444,408.88 for bookings. Advertising cell \$4400 or 1½%.

© Travel advertising is a real test of quality of seader and income. It be and the tree but symmetry and travel in much. 1934 shawn a 193 or over 1933 in The Digase's reveal lineage.

A LITTLE ADVERTISING MONI

The Literary De

May 3

HA

1

f

placed by

537 vwcs

LATIC

PER CORNE

ck-up not

nirios Gen

1912, 1913.0

EL

the Tree

The Dig

they spen

THE ONLY STATISTICS

RDINARILY six case histories do not make a case for any advertising medium. But when these six are the only six so far checked, and when the method of checking is a tedious but thorough one that can't be rushed, and when preliminary reports on check-ups not yet completed indicate as good or better showings—then it can be said with reasonable assurance that all signs point to the fact that The Literary Digest is getting results.

We do not claim the method employed to check results in *The Digest* is infallible. No survey method is. But it goes farther in its attempt to get the real story of results than anything anyone else has tried (within our knowledge).

No one can question the statistical factors of high income, of low cost per 1000 per \$1000 income, of influence and prestige, of readership and response (and in all of these The Digest does very well, thank you). No one can question the number of actual advertisements delivered for every dollar you spend. And you can't laugh off the fact that The Digest's leadership in all these brackets is very logically reflected in checkable dollars-and-cents results, and that The Digest is taking the initiative in a sincere, but none too altruistic effort to check them. The Literary Digest, 354 Fourth Avenue, New York City.

OES A LONG LONG WAY IN





his distribution, and then sells direct to customers of the wholesalers at prices as low as he charges wholesalers, an inequitable and discriminatory trade practice exists.

Under such circumstances, they argue, the wholesaler must either charge his retail customers a higher price than other retailers are required to pay, or else the wholesaler must sell the goods at a loss, in order to meet competition.

The point is that for reaching all classes of retail trade, the wholesaler can perform the marketing services more economically than can the manufacturer who sets up the necessary sales organization for direct selling. Manufacturers who have general distribution of their products have been glad to rely on wholesalers for developing their market and for maintaining it.

These same manufacturers, who have become successful large-volume producers through reliance on the wholesalers' services, and who are still dependent on wholesalers for a large part of their distribution, make direct sales to large retail establishments at prices that deprive the wholesalers of their just volume and return. They sell to the cream of the trade, and still expect wholesalers to carry on, in the same old way.

Wholesalers Want Reasonable Return

The wholesalers merely claim if manufacturers are going to sell both direct and through wholesalers, they should establish fair price differentials which will enable wholesalers to obtain a reasonable return for services rendered. They also argue that such differentials will tend to protect the small independent retailer from the encroachment of chain stores and other large retailers, who receive or force unfair price concessions from manufacturers.

We shall now look at the other side of the picture and review the arguments against fixed price differentials. These may be classed as economic and administrative.

First, from the economic point of view, progress in marketing during the last twenty or thirty years has been made largely by breaking away from traditional trade channels, and by adjusting prices in accordance with the functions performed and quantities bought by the new forms of distributing agencies that have developed.

Importance of the Wholesaler's Function

If definite price differentials had been in operation all these years, experimentation with new marketing methods would have been hampered and retarded. The marketing system would have been rigid or "frozen." It is admitted that wholesalers are and always will be an extremely important part of our distributive machinery, but it is also claimed that fixed price differentials which tend to perpetuate any particular form of distribution stand in the way of progress toward a more efficient marketing system in general.

It is further argued that since it is proper to consider volume of purchases in setting prices, class or type of dealer alone is not a sufficient basis for establishing price differentials. It was brought out at the code hearings that many large retailers buy in greater quantities than do small jobbers. From an economic standpoint, shouldn't these large retailers enjoy a lower price than does the small wholesaler?

And now we come to the administrative difficulties. Presumably, a manufacturer selling to all classes of buyers, would have to set up differentials for industrial users, mail-order houses, chain stores, voluntary chains, co-operative buying syndicates, regular wholesalers, cash-and-carry wholesalers, department stores, specialty stores and others.

How are fair differentials to be determined, having in mind the varying functions performed by these distributors, and the varying quantities that they purchase? And this would have to be done for each individual commodity, and for different qualities and price ranges of each commodity. Undoubtedly, also, the differentials would have

May 3

The would there wall so

It is salers' system by an open pand the through between utors, authorimittees.

by the Practice is chair possible from un could be less draing to a price di It is opoint of the just are man believe ferential

This

of thou

Heads To

because

quently

sions by

the indu

approved

Russell Advertisers been elected Criers of I vertising of the following lin S. We F. Seabury J. Meyer F. O'Donn Maboney, Belcher, tr

Meyer wi

A. H. M vertising m ers Compareners, wate ten years h ager of Th Cleveland. 134

by

nal

ng

1C-

ies

is-

de-

nad

ars,

cet-

ım-

ing

OF

ole-

200

our

is

dif-

uate

tion

to-

ting

ince

e of

class

ot a

hing

ught

nany

uan-

rom

ldn't

ower

hole-

min-

asses t up

sers, , voluying alers, epart-

to be
to be
the
d by

And

e for ad for anges

have

to vary for different parts of the country.

The administrative job involved would not only be a huge one, but there would be plenty of chance for all sorts of bickerings and controversies.

It is further argued that wholesalers' objections to the present system could be largely overcome by an extension of the principle of open prices, provided for in so many of the manufacturers' codes, and that abuses could be cured through co-operative arrangements between manufacturers and distributors, possibly through separate authorities or co-operative committees

This is very much along the line of thought that is being encouraged by the Committee on Unfair Trade Practices of which Lincoln Filene is chairman. In other words, it is possible that the abuses arising from unfairly discriminatory prices could be cured by means of these less drastic devices, without resorting to actual establishment of fixed price differentials.

It is easy to see the wholesalers' point of view, and to understand the justice of his demands. There are many manufacturers who also believe that established price differentials are desirable—possibly because manufacturers are frequently coerced into price concessions by big buyers. A few of the industry codes that have been approved to date include provi-

sions for establishing differentials.

For example, in the wallpaper manufacturers' code, "Failure to maintain an adequate differential in the selling prices to the whole-saler and retailer" is declared to be an unfair method of competition. The toy industry's code empowers the code authority to make recommendations "regarding price differentials for all channels of distribution."

The fire extinguisher code provides that the authority shall establish "standard differentials in price to the various classes of trade factors," and that these differentials shall be binding upon every member of the industry. And also the fireworks industry, in its code, provides for definite differentials between sales to jobbers and sales direct to retailers.

And so we have another interesting marketing experiment to watch. The writer feels that the general economic arguments against price differentials perhaps outweigh the wholesalers' arguments in favor. But since the differential clause in the wholesale code is purely voluntary, there is a good opportunity to try it out in those industries where the principle is most easily applied and where there is the most need.

If it doesn't work out in a practical way, there will be little or no harm done, and we shall benefit from seeing this sincere attempt to cure trade evils put to the test.

Heads Town Criers

Russell B. Stapleton, manager of the Advertisers Engraving Company, has been elected chief crier of the Town Criers of Rhode Island, Providence advertising club. He will be assisted by the following deputy chief criers: Franklin S. Weston; James Doberty, Elmer F. Seabury and Clarke S. Mays. Ernest J. Meyer was named scrivener; Joha F. O'Donnell, funds holder; Daniel S. Belcher, trumpeter.

Meyer with Master Builders

A. H. Meyer has been appointed advertising manager of The Master Builders Company, Cleveland, concrete hardeners, waterproofings, etc. For the last ten years he had been advertising manager of The Austin Company, also of Cleveland.

Direct Mail Group Elects

Milton G. Crume, of Butler Brothers, has been elected chairman of the Direct Mail Advertising Club of Chicago, Harry Neal Baum, MacRae's Blue Book, is vice-chairman. John L. Scott, Dartnell Corporation has been named secretary and John Sweet, Trafic World, is treasurer. The board of directors includes: A. G. Barnet, W. I. Brockson, Douglass Doolittle, Paul Van Auken, Henry Dosch, Ben C. Pittsford, Norman Ventriss and Alfred J. Weinsheimer.

Organizes U. S. Subsidiary

An American subsidiary has been organized at Rouses Point, N. Y., by Ayerst, McKenna and Harrison, of Montreal, pharmaceutical chemists, who are planning a campaign to promote the sale of their products, including cod liver oil, in the United States.

Grade-Mark Campaigns

Three Months' Sport Season to Be Capitalized by Patentee, Converters, Manufacturers and Retailers

C USTOMER knowledge of Sanforized-Shrunk washable clothing is to increase this summer in what looks like geometrical progression. Cluett Peabody & Com-

pany, Inc., patentees of the Sanforized process, estimate that nearly a half-million dollars will go into advertising the process within ninety days—contributed by converters and by retailers who sell the made-

up garments.

The Sanforized process provides a pat example of grade-marking at its best. First, there is the advertising of the process itself, done by the patentees. Then the advertising of the converters who treat their fabrics to the process. list of advertising converters is impressive-Pepperell Manufacturing Company, with Lord Pepperell broadcloth; Bibb Manufacturing Company, with seer-sucker; Fruit of the Loom Mills, with cotton fabrics -seventeen leading converters using the Sanforized-Shrunk process for sportswear fabrics are listed.

One particularly interesting consumer advertisement to appear this month is that of the Turner Halsey Company for men's slacks. The copy features a double check for washability—that of the Sanforized process and the tag which is attached to each pair of slacks to indicate that the fabric has been laundry-tested and approved for washability by the American Institute of Laundering.

Finally in the chain of advertising come the retailers, who are urged to help along in the sales promotion of apparel for men and boys which is to be advertised to consumers along with the process

label. There are forthcoming advertisements scheduled in juvenile publications, farm papers, class and sport publications by makers of play suits, overalls, slacks, shirts,



The tag promotes sale of overalls, advertises process

wash suits for men, washable ties and perhaps other products.

All of this advertising will be helped by consumer acceptance for Sanforized-Shrunk and will, in turn, help strengthen that acceptance, for all of this advertising will carry reproductions of the labels accorded only to fabrics of manufacturers who are licensed to use them.

All in all, it's an ingenious tieup, reaching all the way up and down the line of merchandising. Also it is an indication of the manner in which such co-operative effort may be applied in other fields in the future. THE SUNI in A 2,

ad-

nile and of rts,

ties

be for in

cep-

sing

the

of

1 to

tie-

and ing.

the tive elds

BALTIMORE Leads Again-

BALTIMORE TOPS ALL CITIES IN CLEARINGS GAIN

EVENING SUN May 17, 1934

\$57,628,000 Total For Week Sets 1934 Record Here

Bank clearings at Baltimore in the week ended May 16 reached the highest peak yet attained in any week of 1934, and again gave the city No. 1 position among the cities of the United States in percentage of gain registered over clearings for the comparable

The total of \$51,628,000 for the week week a year ago. was a gain of \$3,543,000 over the preceding week, and ar increase of 57.1 per cent. over clearings reported for the corresponding 1933 week. Cleveland took second place in percentage of gain, with a rise of 43 per cent., and Louisville was third, with a gain of

Previous Record March 7 The largest clearings record Balti-36 per cent. more has set prior to the past week was for the period ended March 7,

when the total was \$56,691,000. Lest week Baltimore's total of \$54. 085,000 was a gain of 54.1 per cent, over 1933, which gave the city second position among the country's cities; in the week of May 2 the total was \$54, 811,000, a gain of 58.1 per cent., and Baltimore was in first place.

While the aggregate of bank clear-

INPAPERS in April

aily (M & E) 279,214

Why Some Women Distrust All Advertising

Not Sufficiently Informative, Agents Are Told

An Address at AAAA Convention By Alice Edwards

Executive Secretary, American Home Economics Association

TODAY practically all consumers are being exposed more or less constantly to some form of advertising. At the same time, the individual advertiser is anxiously observing whether or not his particular variety is taking and, if so, the degree of the fever of enthusiasm (or sales) which results. Obviously one's susceptibility to advertising is closely related to his confidence in it. Therefore, advertisers would doubtless have been disturbed by the small girl who ran up to her mother the other day with the question, "Mother, is this true or is it an advertisement?"

No telling where this child may have picked up her ideas of advertising. Her mother may have belonged to one of the many women's clubs which are studying

household buying.

Homemakers today have to go without many things because their incomes are both deflated and uncertain. They are earnestly seeking ways and means by which to insure for themselves and their families the best standard of living they can acquire with their limited means. They are checking to discover if there are possible leaks which may be stopped so as to increase the purchasing power of their dollars.

The intelligent consumer studying where her money goes is beginning to realize that a significant part of her income is used to pay the country's advertising bill—a sum so enormous that the figures are beyond her comprehension. But after all, she pays this advertising bill. She wonders whether she gets value received for her expenditure. She has come to believe that she has a perfect right to ask for some

genuine service from advertising.
Our present-day consumer is inclined to check rather critically
the accuracy of the assertion that
she may look to advertising as a
source of reliable and adequate information about products, and she
is more conscious than formerly

of her need for real information.

If it can be shown that advertising can be depended upon by consumers as a reliable source of needed information about commodities, then it must be granted that advertising is rendering them a genuine service, and I believe that such a service is possible.

Students Are Studying Advertising

Students all over the country in high school and college classes in home economics are studying advertising. Dr. Jessie V. Coles in her recent book, Standardization of Consumers' Goods, reports such a study. She examined 145 advertisements of textiles and clothing and analyzed the terms used to describe the goods. She found that a large proportion of the terms referred to appearance, words such as "stylish" and "smart' represent one-fifth of the total; one-sixth was made up of terms such as "lovely," "adorable," "youthful," "subtle," and "feminine." The characteristics of material were described in vague terms such as "practical" and "washable."

There was frequent reference to construction features such as "full-fashioned" and "tailored." There were few references to quality, and grades were mentioned only once, and then no attempt was made to describe them. Dr. Coles makes it evident that the amount of infor-

May

matic adver ficien adver what

The adver suggestiam recognitions of faith pends

Fresh Adver The

class by the Associatified ing in France that a men advert conclu

definit quality 2. 1 to peo tractiv from roman vanity, actual

ments

Here pressed "Fro the gratisemer very ligreates advertiis there

"I he ments they se "I to of adve sults w going t fully tl

Of care lim school vertisin a trend which ıst

sing.

s in-

cally

that

as a

e in-

1 she

nerly

tion.

ertis-

con-

e of

com-

anted

them

lieve

ry in

es in

ad-

es in

on of

ich a

dver-

thing

d to

that

is re-

such

esent

sixth

h as

ful,"

char-

de-

h as

ce to

full-

There

, and

once,

de to

ces it

nfor-

e.

mation provided consumers in these advertisements did not furnish sufficient facts about the commodities advertised to enable women to buy what they wanted.

The educational possibilities of advertising are certainly amply suggested in the advertising of vitamins in foods, but we must all recognize that the soundness of this education and the continuing faith of the consumers in it depends on its scientific accuracy.

Freshmen Look into Advertising

The most recent account of a class study of advertising received by the American Home Economics Association is reported in an article entitled Teaching Consumer Buying in the Secondary Schools by Frances W. Inenfeldt. She states that a short time ago her freshmen girls, after a study of advertising, drew the following conclusions:

 The majority of advertisements have only a few, if any, definite statements regarding the quality of their products.

2. Most advertisements appeal to people by the use of bright, attractive colors, by endorsement from famous people, by appeal to romance, love of beauty, pride, vanity, and fear rather than by the actual value of the goods.

Here are three reactions expressed by students:

"From these figures I think that the greatest percentage of advertisements are a fake and they tell very little of actual quality. The greatest question to me is, if all advertisements are like this, what is there left to believe?

"I had always taken advertisements rather seriously, but now they seem funny to me.

"I told mother about our study of advertisements and what our results were. She said that she was going to do her buying more carefully than she had been doing it."

Of course I realize that there are limitations to the value of high school students' criticism of advertising, but this report represents a trend in young people's thinking which advertisers should know.

When on behalf of consumers, representatives of the American Home Economics Association urge that more useful information be given about commodities, the objection is almost always raised that it would be futile to try to give consumers the significant facts about the composition, construction, and performance of a commodity because such specifications could not be understood by consumers, and furthermore that consumers do not wish to be bothered with such intricate details.

This sort of argument has served time after time as a smoke screen of defense for two groups of people—first, those who are trying to avoid letting consumers know the real truth about their products; and second, those who have never brought themselves to do the mental work required to determine what facts the consumer needs in order to choose commodities intelligently and then to develop the phrasing by which to give consumers this information in a form they can readily understand and

Thoughtful consumers are impatient with the practice so commonly followed of advertising all products as if they were first quality when from practical experience most housewives have learned how difficult and sometimes well nigh impossible it is to find products of an A grade.

Consumers Do Not Always Want "A" Products

In truth, consumers need products of different qualities, and they will many times prefer to choose a B or C grade instead of an A grade, but they do not want to pay an A price for lower grades. Advertisers will do well, especially during times of economic stress and for those of low income, to consider the possible advantages of advertising products more accurately as to grade and to let consumers know about their B and C products as well as A goods. With a reasonable range in price for these grades, consumers will make less fuss about paying an A price for an A product. On the other

May

hand, those who select B and C grades will be better pleased since their price has been scaled down. In other words, this procedure would tend to build consumer confidence and respect and lessen sales resistance.

The homemakers section of the District of Columbia Home Economics Association, after a study, has been impressed this winter with what has appeared to them to be the increasing unreliability of the claims made in advertising. They believe:

 That too large a proportion of the advertising is based on emotional appeal, particularly fear, which they deprecate.

(2) That apparently much more attention is given to adapting the emotional appeal of advertising in a particular magazine to the type of persons who read that magazine than to giving actual information about the thing advertised.

(3) That factual and specific information is difficult to find in most advertising. (Statements are for the most part highly exaggerated, if not actually misleading.)

(4) That too much emphasis is placed on gifts and premiums.

The consumer's desire for more truthful and informative advertising has been crystallized as a result of the agitation in connection with the proposed revision of the Food and Drugs Act. During recent years no piece of legislation affecting consumers' welfare proposed in Congress has aroused more widespread interest and feel-

ing among consumers. And this is in spite of the far-flung propaganda against it—propaganda not only misleading but so inept that consumers in widely separated sections of the country have detected its falseness and resented it.

Consumers are looking to honest producers and manufacturers of drugs, cosmetics, and food; advertisers; and publishers to join with them in efforts to secure the passage of a bill which will give to consumers the protection every honest and right-minded man and woman must recognize he, in all fairness, is entitled to receive. It is doubtful if business could do anything at this time which would strengthen consumer confidence so much as to get behind the speedy enactment of S. 2800 in a form to give genuine protection to consum-

With proper co-ordination in business, advertising of one kind or another could probably furnish consumers all the information about commodities that is needed in retail purchasing. Without more information available to the retail purchaser than she can obtain to-day, it is impossible for leaders to teach and consumers to learn how to buy as wisely as they should.

to buy as wisely as they should. May we not hope that advertisers will rise to the challenge to change the nature of advertising from the psychological to the informational appeal! This would mark a new period of development in advertising and would help both the advertiser and the consumer in a changed economic world.

Milwaukee Club Elects

Miss Helen Weinman has been reelected president of the Milwaukee Women's Advertising Club; Mrs. Marie Bernhardt has been elected vice-president; Miss Alice Kiesslick, re-elected recording secretary; Miss Irma Mueller, corresponding secretary and Mrs. Elsie Sultemeyer Devlin, treasurer.

Name Rosenberg Agency

Advertising of the Eddy Form Brassiere Company, Venus Products Corporation and the Bethlehem Furniture Company, all of New York, have been placed with the Rosenberg Advertising Agency, New York.

Church and Dole with Harlan

Edwin S. Church, formerly with Hanff-Metzger of California, Ltd., has joined the M. E. Harlan Advertising Agency, San Francisco, as an account executive. Arthur A. Dole, formerly with Husband & Thomas and Albert Frank & Company, has also joined the Harlan agency as an account executive.

Gasoline Retailers to Advertise

Brooke, Smith & French, Inc., Detroit, has been appointed to direct an advertising and merchandising campaign for 800 Michigan independent 'retailers of gasoline. The organization is known as Dixie Advertisers, Inc.

MORE THAN
TWELVE HUNDRED
NEW READERS
EACH WEEK

Within the year, the circulation of the Sunday Free Press has increased at the rate of better than twelve hundred each week ... 65,000 more families reading this newspaper than in May 1933.

This is good evidence of a continuously growing popular acceptance and of the remarkable recovery pace being set by America's Fourth City.

Today Detroit is one of the "high light" selling spots of America, and the Free Press one of its most effective and low cost sales making mediums.

The Detroit Free Press

1831-ON GUARD FOR MORE THAN A CENTURY-1934

VERREE & CONKLIN, Inc., National Representatives

this is ganda only conctions ed its

, IQ34

honturers

1; ad
join

re the

l give

every

n and

in all

we. It

ld do

would

nce so

speedy

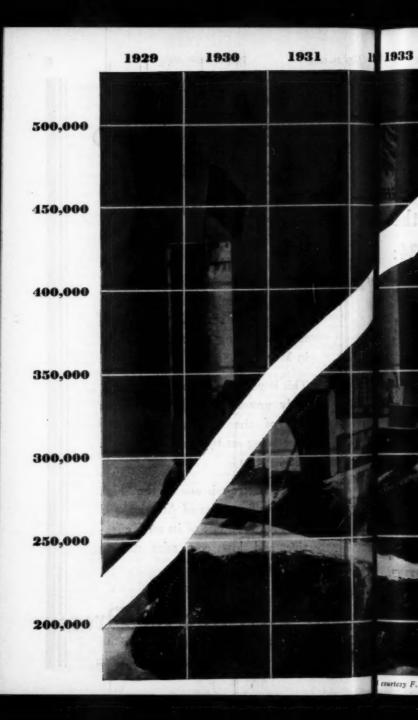
orm to

nsum-

on in kind urnish nation needed more retail in toers to n how uld. advernge to rtising he inwould pment p both sumer

with d., has ertising account ormerly Albert ned the ecutive.

e., Derect an impaign etailers known



More Castles in Spain that really get built

EVERYBODY builds castles in Spain—usually out of thin air. The TIME market builds them too—out of brick and cement and wood, with all the modern equipment. . . . Steady circulation growth has made TIME the largest concentrated gathering place of people able to build their dream castles, or remodel their old ones to suit newer and more exacting dreams.

TIME

courtesy F. A. O. Schwarz, New York.

:weinstallelendinging		MITWO NATIONAL MATERIAL MATERI	HOW ITTENDED FOR CONTROL OF THE PARTY OF THE	renomalities un trace or the contract
2.44	WORC	ESTER, N	IACC	
	0.010		TELESCO.	
Population	City and Betail			. 195,311
	C			433 997
	STATE OF THE RESIDENCE	WAS ALLEIN TO THE PARTY OF THE		Security Control Control (Control Control

Average net paid daily circulation of the TELEGRAM - GAZETTE for the three months ending March 31, 1934:

107,133

Only once in the history of the Telegram-Gazette has this figure been exceeded. In the fourth quarter of 1930 the average was 107,554. For more than seven years the net paid average has exceeded 100,000 daily. Not a dozen newspapers in the country cover their respective fields so thoroughly as the Telegram-Gazette blankets the Worcester Market. These newspapers are read every week-day in more than

85% Of all homes in Worcester and throughout the average 18-mile retail trading area which daily receive a Worcester newspaper

THE TELEGRAM-GAZETTE

Worcester, Mass.

GEORGE F. BOOTH, Publisher

Paul Block and Associates, National Representatives
New York Boston Chicago Detroit Philadelphia San Francisco Los Angeles

Ho

THI ticle: factur ideas own v heads.

Eve an iter these that v final c tacks: No mand h packagin an Pac

munitifactur sell factur sell

descriit is s by ma The Compa "A 5stratio Irons." letter stock,

rious of folder The s that us area r two dedemon

How Advertisers Are Helping Retailers Sell

Often the Dealers Use Their Own Ingenuity

By M. L. Harter

THERE are two angles of one subject to be treated in this article: Sales suggestions that manufacturers pass on to retailers and ideas that retailers employ of their own volition, merely by using their heads.

le

ure

vas

has

try

ette

ery

ea

er

E

Every maker of an article that is an item for resale in a store is apt, these days, to attempt something that will speed the goods to the final consumer or user. Nails and tacks are packaged, clothespins also. No matter how prosaic the product and how apparently ill-suited to packaging, it is quite apt to appear in an attractive container.

Packaging is but one bit of ammunition, however, that the manufacturer uses to make his goods sell faster. He may provide direct mail for dealer distribution, window displays, counter displays and whatnot. Perhaps he provides a salesman of his own occasionally to help the retailer demonstrate and sell. Methods, in fact, are numerous and it is needless to enumerate them, for this discussion must be confined.

Two companies' methods will be described—and bear in mind that it is suggestions that may be made by mail that are under discussion.

The Coleman Lamp and Stove Company's is the simplest. The company's mailing piece is entitled "A 5-Minute Retail Sales Demonstration on Coleman Self-Heating Irons." The first page contains a letter telling why it is profitable to stock, push and sell the Coleman irons. The last page describes various display features and imprinted folders that retailers may obtain. The sheet is folded vertically, so that unfolded it yields a printing area nine inches wide by twenty-two deep. This is where the sales demonstration is given.

First, there is a large illustration of the iron itself, with arrows leading to various parts which are described in the margin. Then comes the demonstration proper, just as it might be given in a retail store in the presence of a prospective customer. The preliminary suggestion is "Always have a Coleman Iron, with tank filled, ready for a demonstration. Pick up the iron and hold it up for easy inspection by your customer."

An Illustrated Demonstration

There are five parts to the demonstration, each with an illustration opposite the text to show what the salesman should be doing with the iron at each stage of the talk. To give an indication of the type of demonstration which the manufacturer proposes, the first two steps are given here:

"We consider the Coleman Self-Heating Iron the best iron made, of its kind . . . certainly the most beautiful. Look at its graceful design, its beautiful blue porcelain and nickel finish. Here's an iron that will save you lots of time and work. It is entirely self-heating. You use only one iron for the whole ironing. No walking back and forth between a hot stove and the ironing board, carrying a hot, heavy hunk of iron. The tank holds enough fuel for 2½ hours of continuous use.

"You can iron wherever you want to . . . in the kitchen, in the bedroom, out on the porch, any place where you can be comfortable. Look at this large double-pointed, glass-smooth sole plate that makes the wrinkles vanish like magic. See this bevel on the sole plate that makes it easier to iron around buttons, under pleats and ruffles. All

of these things make it possible to do your ironing easier, quicker and better."

(Here remove tank and generator from iron and explain the generator to the customer.)

"Before I show you how easy it is to operate, I want you to notice this generator. This little lever here on the side of the generator works a needle on the inside. It pushes the needle in and out of the gas tip here on the end of the generator. It keeps the gas tip clean and free from any carbon and dust so that it will work right and give you dependable service. The generator is the only part that needs occasional replacing, but you don't have to bring the whole iron in to us every time you want a generator changed. Notice how easily and quickly it is done.'

Additional Hints for Salesmen

The three other parenthetical remarks to the salesman, which are in a sense legends that might go under the three last illustrations, are these:

"Here show customer how she can easily change the generator. Put generator and tank back on the iron, pump up the tank, then proceed with selling talk."

"Here light the iron and while it is heating up, continue with your selling talk."

"Here give the hot iron the wet finger test."

At the end the demonstration is then brought to a quick close in this manner:

"The iron is now hot enough to use. See how hot it is!

"Do you know of any other piece of washing and ironing equipment that you use that saves so much time and work, and in comparison costs so little?"

That, in brief, is the demonstration that Coleman recommends when it says to retailers "Sell an Iron a Day. . . . We'll Show You the Way."

Raybestos brake lining provides the second example of a product that is helped in its selling by the manufacturer, by means of vital ideas in type. This presentation is bound in an attractive cover, bearing this promise to dealers: "Your sales curve will follow the Raybestos Proving Ground Curve if you follow the suggestions in this Sales Idea Book."

Opening the folder, the retailer finds the first half devoted to getting brake-service prospects and the second half to selling brake-service prospects "with the convincing story behind Raybestos Proving Ground sets." Each half is in the form of indexed sheets, the top sheet a half-inch shorter than the one next below, and so on. Each visible tab contains in brief the part of the story to be told on that particular page.

"Getting the prospects"—in other words, the left-hand index—deals chiefly with the advertising done by the manufacturer and dealer. It is on the right-hand side that the sales ideas are to be seen.

Turning the top flap, we come to the sheet indexed, "Call Their Attention to the PG Cabinet." A halftone illustration of this cabinet is shown, with this text:

"Display this smart merchandising unit where it can't be overlooked. But even then, take no chances. Point it out to every prospect. Show it off. Explain its purpose—the purpose of packaged brake lining sets. The Raybestos PG (Profit-Getter) Display Cabinet is the keystone of the entire merchandising and advertising program behind Raybestos Proving Ground Brake-Lining Sets. A silent salesman at the very point of sale, it says: "HERE! Raybestos!"

That is the first step. Turning the page, the retailer is told to explain the importance of the Gold Seal. These words are put in his mouth, in a hypothetical case face to face with a customer:

"Before I open the box, look at this seal. It is the Raybestos seal of final approval—the manufacturer's guarantee that the brake lining in the box has been Proving Ground tested and factory inspected; that it is right for your car."

It will be unnecessary here to dwell on each progressive step in the Raybestos demonstration, He is told successively to preach the to "As It sour hard to step is "Ask portant job and Your sale. Sand may yoursel: (see yo the will servicin order, bestos

training

Inspecti

have a

tomer.

done, pu

seat of

May 31

story o

tize its

and ad

Now example self, uni by nan given h of prece First-C. H. B Joplin, custome: covered then ta-

on top.

table ar

place it

or not, t

for the

more th Anoth is W. I however rather th pocket c taking st of a pai are madof his

J. P. manager of pany, has ber Comcapacity promotion

934

ar-

our

ay-

if

his

iler

et-

and

ke-

011-

tos

f is

the

an

on.

ief

on

her

als

one

. It

the

to

At-

A

net

lis-

ег-

no

ns-

ur-

ged

PG

is

an-

be-

and

es-

, it

ing

ex-

old

his

ace

at

seal

ur-

ing und hat

in He the story of the PG curve; to dramatize its story; to show the lining and adjustment guide and finally, to "Ask for—and Get—the Job." It sounds as if it might not be so hard to get that job, as the last step is put up to the service man:

step is put up to the service man: 'Ask for the order! That's important. You have explained the job and told the Raybestos story. Your prospect is receptive to a sale. So sell a PG Gold Seal job and make a few dollars more for yourself. Quote him a flat rate (see your Flat Rate Chart) for the whole job-materials, labor, servicing. And when you get the order, do a job worthy of Ray-bestos PG Sets and Raybestos training, hand your customer the Inspection Certificate, and you will have a life-long, satisfied Customer. Sales tip: When the job is done, put the PG Box in the front seat of your customer's car." * * *

Now for a half dozen or so of examples from the retail field itself, uninspired, so far as is known, by nanufacturers. These will be given hit or miss, with no order of precedence whatever.

First—and this is a good one: C. H. Bathhurst, paint merchant of Joplin, Mo., reports that a woman customer took a 98-cent card table, covered the top with leatherette and then tastefully painted the whole thing—even to a bouquet of flowers on top. Mr. Bathhurst liked the table and obtained permission to place it in his window. Believe it or not, that display was responsible for the sale of paint amounting to more than \$1,000 at retail.

Another enterprising paint man is W. H. Stumpf, Elgin, Ill. He, however, is a painter and decorator rather than a dealer. With a vest-pocket camera he sleuths the city, taking snapshots of houses in need of a paint job. When the prints are made, he pastes one at the top of his letterhead; then writes

the owner a letter asking for the opportunity to bid on painting the house. The final step is up to Mr. Stumpf; he personally delivers the negative to the home owner and is likely to get a crack at the contract.

In Greensboro, N. C., is the contracting firm of F. D. Lewis & Son. Elbert F. Lewis has found it pays to keep in touch with local building and loan associations, which are apt to be handling distressed property, including homes which they are trying to sell and rent. He shows them how these homes may be made more salable or rentable by sprucing them up—modernizing them—and that he is the man to do it.

A shoe retailer advertised a trade-in proposition on old shoes—50 cents off the price of a new pair purchased, if the shoes turned in were repairable. When fixed up the old shoes were turned over to a welfare worker for distribution.

A carpenter in Oakland, Calif., used his spare time in making tiny houses for little children's play. They stood six feet square, with porch, windows, gabled roof—all for \$36. In two months he sold forty of them.

Retailers and artisans who sell to the final consumer are not all lacking in ingenuity—not this year or any other. Their good ideas should not be allowed to be sheltered and confined within their own bailiwicks. Manufacturers may well seek them out—as some of them are—and pass them on to other outlets.

One chief means for their dissemination is the dealer house magazine. There is no better purpose to which it may be put. If the "sales idea" department of a manufacturer's house publication should be doubled or trebled in size, it is quite possible that it would result in a definite sales increase which he could attribute to this added attention to his sales outlets.

Moonan with U. S. Rubber

J. P. Moonan, formerly promotion manager of the American Radiator Company, has joined the United States Rubber Company, New York, in the capacity of assistant to the general promotion manager.

Has Milk Account

Mears Advertising, Inc., New York, has been appointed to handle the advertising of the Greater New York-New Jersey Milk Institute, Inc., a co-operative association of wholesale and retail distributors.

110

Scrappy Goes to School

Animated Cartoon Star Gets Acquainted with Children through Course in Drawing

I NDIRECTION sometimes provides the shortest path to accomplishment. It is by indirection that Columbia Pictures Corporation has set out to accomplish a

certain purpose, to be described in this article. The fact that boys and girls are the market aimed at is important to the story but has no bearing on the substance of truth in the adage.

Columbia produces the "Scrappy" animated cartoon motion pictures—the sort that have taken children and grown-ups by storm. It is entirely possible that if a popularity poll were taken, animated cartoons would lead all the rest. And it was to give further popularity to the Scrappy pictures that this campaign of indirection was undertaken.

It had to be indirect, for its course was through the channel of school rooms. School authorities are properly exercised over attempts to advertise to or through the children under their care.

So it was that the picture producers advertised in school and parent publications to awaken the in-

terest of teachers in a complete course of cartooning for young folks, provided without cost and free of advertising.

When the answers to the advertising came in—and 6,000 of them have been received—the teachers were provided with a "text-book" on the making of a cartoon and fifty-two plates for class work.

The text-book contained three pages of explanation to the teacher. Among the purposes of Columbia's school endeavor, as outlined, is this one—quite laudable even though it

is wholly practical from the standpoint of Scrappy's producers:

"The sixth purpose of this course, and one that will appeal to parents, teachers and persons inter-

and fine them a larf drops view. They fine pure being depleted and specially street years and specially street years are presented as fine, as year on any first for large very street. That when they are the street of the stree

A page from Columbia Pictures' "textbook" on the making of cartoons

ested in the welfare of youth, is to foster a co-operation between school and screen. The exhibitor will realize that there is a practical value in staging special showings for juveniles at which only appropriate films will be shown—films that supplement the work in school. The student will learn to look for the finer and more practical things in pictures and from them glean bits of knowledge that will aid him in his school work and intercourse with society."

The instruction proper, which

ugh

and-

urse, par-

nter-

N Washington (D. C.) there is no question as to the medium of outstanding importance for any class of advertising—local display, national display, classified. THE STAR LEADS IN EVERY CLASSIFICATION—frequently exceeding the combined lineage of all four of the other Washington Newspapers.

And this is because of the recognized prestige which THE STAR enjoys throughout the Washington Market, comprising the National Capital and the 25-mile shopping area into Maryland and Virginia.

Greater circulation! Greater reader interest!

An Associated Press Newspaper Member Metropolitan Sunday Newspapers Member Major Market Newspapers, Inc.

The Avening Six

New York Office DAN A. CARROLL 110 E. 42nd St. Chicago Office J. E. Luts Lake Michigan Bldg.

s to hool ealalue for

The the s in bits in in arse

nich

starts with the simplest of straightline figures, is in the form of an entertaining story for the teacher to read to the class. As proficiency is acquired, the lessons get into shading, perspective, bird's-eye and bug's-eye views, etc. Scrappy enters the story at this stage, but only incidentally until the last page of the book, where he comes in for

considerable attention both in text and drawing. He is also quite in command in each of the loose plate drawings, which are provided for practice as a part of regular class routine or as homework.

It is evident, however, that any benefit that may accrue to Columbia Pictures from this effort will

be received indirectly.

Graphic Arts Group Elects

At its annual meeting last week the American Institute of Graphic Arts reelected Harry A. Groesbeck, Jr., as hon-orary president. Harry L. Gage was re-elected president and F. W. Shaefer re-elected treasurer. Allen H. Eaton was

elected first vice-president.

elected first vice-president.

Local honorary vice-presidents are:
Charles C. Lane, Captain G. F. J.
Cumberlege, Dr. Helmut LehmannHaupt and Frederic W. Goudy, all of
New York; C. G. Littell, Chicago;
R. T. Aitchison, Wichita; F. A. Whiting, Washington, D. C.; Warren G.
Davis, Worcester, Mass.; H. Stanley
Marcus, Dallas, Pex.; H. H. Taylor,
San Francisco; Irving K. Annable, Boston; and Nelson E. Amsden, Cleveland.

Melvin H. Loos was elected a director for one year to fill the vacancy left
by the late Hal Marchbanks. Fred
Singleton, Philp Hofer and Melbert B.
Cary, Jr., were elected directors for
three years. Blanche Decker is executive secretary.

tive secretary.

A. J. McDonald, Publisher, "Saratogian"

Alexander J. McDonald has been appointed publisher of the Saratoga Springs, N. Y., Saratogian, according Springs, N. 1., Suratopian, according to an announcement received from Frank E. Tripp, general manager of the Gannett Newspapers. Mr. McDonald has been national advertising manager of the Rochester Times-Union and Democrat and Chronicle, and is succeeded in this position by Lynn N. Ritner.

New Cleveland Business

John F. Cole, formerly national advertising manager of the Cleveland Press vertising manager of the Cleveland Press and later, advertising director of the Buffalo, N. Y., Times, and L. J. Con-roy, recently with the Scripps-Howard Newspapers at New York, have started a publishers' representative business in Cleveland. Offices are in the Hanna Building.

Shaw with Adart

Monroe Shaw, formerly account director of Bender-Shaw Advertising, has become associated with the Adart Advertising Corporation, New York, as plan and contact man.

Win T. P. A. Golf Awards

Sixty members and guests of the Tech-Sixty members and guests of the Lechnical Publicity Association, of New York, participated in a golf tournament held last week at the Tamarack Country Club, White Plains, N. Y. In the low handicap group first prize for low gross was won by Allan Brown; low net by R. L. Lloyd; second low gross by Tahe. Williams and second low gross by by R. L. Lloyd; second low gross by John Williams and second low net by W. C. Sweetser.

Frank Burns took third low gross, E. A. Carroll, third low net, and honors

for the best tee shot were won by Karl Mann.

Mann.
In the high handicap group prize
winners were Paul Traeger, Tommy
Tredwell, J. R. Boland, R. W. Denman,
Walter Dunsby and H. B. Bolander.
S. L. Meulendyke, of Marschalk &
Pratt, presided at a dinner which followed the day on the links.

Newspaper Mechanical Convention to Have Agency Session

The convention of the mechanical department of the American Newspaper Publishers Association, to be held at the Hotel Statler, St. Louis, June 4, 5 and 6, will include a morning session on the 6th to be known as the advertison the 6th to be known as the advertising agency session. Harry Gamson, production manager of Erwin, Wasey & Company, Chicago, and L. C. Michaels, of the advertising department of the Cleveland *Plain Dealer*, will be the speakers. An exhibit of about 350 pages of newspaper advertising in color will be a feature of the session.

Joins Marketing Counselors

Arthur P. Livingston has been ap Arthur P. Livingston has been appointed to the staff of General Marketing Counselors, Inc., New York, and will handle research for the New York area for the Meredith Publishing Company. For eight years he was, respectively, with the marketing and merchandising departments of The Blackman Company and Young & Rubicam, Inc.

. . . To Handle Peat Moss Account

The North American Peet Company, Columbus, Othio, peat moss for home gardens and nurseries, has appointed Wheeler, Fregeau & Associates, of that city, to handle its advertising. Garden magazines and newspapers will be used.

)NE ufa prisedpried in sponse t nothing to a ma scratch because sources Not on cident this bo cident

The ought keep v up out there i cream Yet th This i pened.

The mills i lines s Up!" tion w none though

Ever ber-cut circula direct came i dinary. mills j anyone mailing bear 1 showed other o for one the res had pr possibl

wood appare see wh "Let

Those Markets That Pop Up Over Night

Keyed Headlines Can Help Sellers Find Them

By William T. Laing

O NE mid-season a saw-mill manufacturer was agreeably surprised—and annoyed. His agency pried into the cause of unusual response to direct mail and discovered nothing less than a magic approach to a market that had been scarcely scratched. This was surprising because in his industry hidden sources of business are unheard of. Not only that, but it was sheer accident that anyone stumbled onto this bonanza. That's why the incident annoyed him.

The manufacturer thought there ought to be a systematic way to keep watch for markets that pop up out of nowhere over night. And there is. Some advertisers get the cream of their business that way. Yet this one wasn't aware of it. This is how the discovery hap-

pened.
The company advertised saw mills in farm papers. The headlines said: "Saw mills, \$200 and Up!" That was because competition was keen; farmers' money, none too plentiful. So it was thought best to emphasize price.

Every year, just ahead of timber-cutting season, the advertiser circularized selected farmers with direct mail. From one mailing came response far beyond the ordinary. Unusual interest in saw mills just then was the last thing anyone looked for. So this one mailing piece, it was thought, would bear looking into. Investigation showed nothing different from the other direct-mail literature, except for one minor feature. In writing the resultful circular the copy man had put in a little talk about the possible profits from turning farm wood lots into lumber. Nothing, apparently, to excite anyone. But see what followed.

"Let's write an advertisement

around this wood lot theme," an agency account executive suggested, "then put in a headline, 'Cash from Your Wood Lots!' See if the coupons don't tell us we've discovered something that leads to big sales." Sure enough, his guess was right. The wood lot headline brought upward of 2,000 inquiries as against less than half that response from the former price appeal copy.

"Another case of 'tell prospects not what your product is, but what it will do for them," the advertiser said. But the cause of awakened interest in saw mills lay deeper than this. An agency man had a more plausible explanation.

A Depression Appeal to Farmers

"Reduced incomes from crops and livestock forced farmers to look around for new sources of revenue," he said. "And there lay their wood lots. When cash became scarce, 'Cash from Your Wood Lots!' suggested a new way to get Besides, when farmers began to spend less than formerly, most saw-mill manufacturers cut down their space from pages to fifty-six lines. Competition for attention was no longer formidable. And lower saw-mill prices became an incentive to investigate lumber sawing. Last year, a few farmers wanted saw mills. They looked around for low price. Another year twice as many farmers want wood lot income. They now look about not for price, but for saw mills. And they buy from the manufacturer who advertises, Wood Lot Income."

Some advertisers find it extremely profitable to search constantly for changing markets like this one the saw-mill manufacturer

--

1934

text te in plate for

any lumwill

Tech-New ment Counn the

w net
s by
et by
gross,

onors Karl prize mmy

man, r. lk & fol-

l depaper d at 4, 5

proy &
aels,
the
the
tages

aprketand fork Compechanman

any, ome ited that iden sed. accidentally discovered. They conduct their hunts by means of keyed headlines the way the saw-mill maker verified the tip his direct mail disclosed.

A cosmetic advertiser tells us that women used to prefer face powder for purity, smoothness and antiseptic qualities. "But many others," he adds, "are coming to prefer powders for their scent, or for the boxes they come in." Everyone learns these curious changes in due season. Firms which learn them first outstrip competition. As to this an advertising agency principal has a pat phrase. "Find out," he cautions, "what people's viewpoints can do for you before you learn to your cost what they can do to you."

For acquiring this information, a noted exponent of copy testing suggests a way: "Learn the public's preferences by featuring various incentives in headlines. Find headlines that appeal, then retain them. Learn what other headlines don't appeal, then drop them. One lead brings a great deal of interest, while another brings little or none. Surprising gains come from choosing themes accordingly as headlines indicate whether these themes reach small or large markets."

How practical is this plan? Who learns the public's preferences with keyed headlines? Are results worth the trouble?

Keyed Headlines and a Mouth Wash

A model case is a certain large pharmacal house. This organization found out how the public reacts to uses for its product suggested by headlines, and then did an extraordinary thing. First, the advertising manager used the information for quadrupling the attention power of magazine advertising. Then he used the same attention strategies for his car cards, posters and window displays.

The product is an antiseptic. Dentists use it in their work for a mouth rinse. A steady sales increase came partly from dentists' recommendations to patients, partly from magazine advertising. This

advertising the company wished to expand. Yet how to do so with assurance was not clear. Which is the larger market-people who prefer a mouth antiseptic for halitosis reasons, or others who prefer it for the usual sanitary uses? Which are more responsivewomen, or men? Will advertising designed to attract both women and men create more sales? And after finding the larger market, what sort of pictures and headlines draw most attention for the themes selected? The advertising manager couldn't say for sure. That's why he decided to set about getting the public's view with keyed headlines.

One Headline That Brought a Surprise

He wanted to know in a week's time how a new headline compared with those previously tried. So for experiments he chose a national weekly whose returns seven days after date of first response are a criterion of final pulling. One sanitary theme after another drew only the customary quantity of replies. Then came a surprise. One week's inquiry crop was twice again greater then ever before. He had first picked an advertisement that brought more response than others. Then he tried a new tack. The headline based on a beauty appeal came out and in its place went a a headline that named a mouth trouble people have and would like to be rid of. No change of illustration, sample offer or coupon. Both advertisements identically alike, save for the headlines. The coupon count: 1,075 against a customary response of less than 300. To make sure this singular increase was not accidental, he repeated the advertisement at various times in different media. Always the same result-three times more inquiries than other headlines brought.

As to this product, keyed headlines definitely established readers' viewpoints. What most people preferred was an antiseptic that corrected one specific mouth trouble. Beauty appeals and sanitary themes interested far smaller markets. Numerous headline experiments continu prefere attentic vertiser made coupon copy u started. changes increass from t

May 31

Picture

Text ... Brand

Space s

Picture

Text . Brand Space :

One

tising with c that pi they te headlin maker' the pic mouth sponse the pie "beauty top of pulling brand verse for its where

Mulifour t that w this a head ther. motion soned. cars, 1934

ead-

the

sing

sure.

bout

with

ek's

om-

ried.

na-

even

onse

One

rew

re-

One

gain

had

that

ers.

The

peal

t a

uth

like

115-

on.

ally

Γhe

us-

000.

ase

the

in

me

ies

id-

rs'

re-

or-

ole.

nes

ets.

nts

ed to continued for learning the public's with preferences as to pictures and other /hich attention features. The later adwho vertisements in which use was halimade of the facts disclosed by refer coupon counts little resembled the ises? copy used before the experiments ve-Comparisons show four ising changes that step by step brought men increased returns until response And from the last advertisement was rket, four times greater than response

from the first: ORIGINAL ADVERTISEMENT

Picture.....pretty girl to suggest beauty

Headline beauty appeal Text for women Brand name..at advertisement's top

Space size ... quarter page on two columns

TEST-BUILT ADVERTISEMENT

Picture.....girl in robe de nuit, sitting in bed,

stretching Headline "A specific mouth

trouble" Textfor women Brand name..displayed below text

Space size ... quarter page, single column

One authority on keyed advertising says most of his experience with coupon counts goes to show that pictures are more resultful if they tell the same story told by the headline in words. The antiseptic maker's records bear this out. For the picture suggesting "A specific mouth trouble" increased the reone-fifth or more over the picture that suggested merely "beauty." The brand name at the top of the advertisement injured pulling power. Below the copy the brand name had little if any adverse effect. So it was retained for its publicity value, but placed where it could not harm attention.

Multiplying advertising effect four times over is an achievement that would content most men. But advertising manager went ahead and used the facts still further. Other kinds of sales promotion can be bettered, he reasoned. People who ride in street cars, pedestrians who stop to look

into store windows, passers-by whose glances are stopped by outdoor display-the same psychology as to interest and attention motivates them all. So because systematic tests with identical offers, closing appeals and coupons give keys to talking points for other promotion literature, the company's car cards in leading cities, its posters and its displays in retailers' windows around the country are replicas of features that quadrupled attention for his magazine copy.

The manufacturer of a dietary product settles all vital copy questions this way. The method enables him to double the attention power of his advertising, so his records show. And sales seem to reflect the same gain. He found the key to an amazingly effective advertising campaign by probing the public's preferences as to his and his competitors' wares. In his page advertisements, every feature is determined by count of replies to keyed headlines. How do readers heed the testimonials of users as compared with the testimonials of eminent authorities and scientists? What can be gained by warning the young against troubles that come from wrong diets? How far can we go in cautioning readers against medicines? From a \$260,-000 campaign came the answers to these and to other questions that furnished the facts around which his copy is written.

More Faith in Authorities Than in Users

Of every 100,000 readers who replied to the headline tests, 700 placed more faith in what eminent authorities said about his product than in what users said. So users' testimonials in his copy play a subordinate part. Headlines that aimed scare the rising generation brought excellent response. Danger appeals balanced by emphasis on right foods and health-needs were high on the list of resultful headlines. Warnings against medicines were unpopular unless health, energy and vitality played an imhealth, portant part in the appeal. headlines drew 10,000 to 28,000 greater response than others. Mar-

gins of this magnitude leave slight doubt as to which sales talks get attention, and which do not,

Can everybody safely apply such facts, just as they stand, to his own copy writing? The advertisers say not. In a different business, appealing to a different class of readers, in media having a different character of circulation, results may be quite the opposite to those cited here. "If that's the case," I said to the agency executive who handles one of the above accounts, "your client's experience proves nothing of value to advertisers in general.

"You'd think not," he said, "yet the contrary is true. For everyone's headlines, no matter what he advertises, differ greatly in their pulling power, as those who trace returns know. Identical advertisements with different headlines dif-

fer enormously in results. And no matter what one sells, the public has preferences in its buying habits and can't be talked out of them. In that respect every business is like ours. So experiences like ours do go to show a fact of unusual significance for no small number of advertisers, namely that the very same method we happened to choose is open to all. What one advertiser learns in his business may have for others no value at all, Yet the method may have the utmost value for everyone. Advertisements themselves offer the hest way for finding out what the public's preferences are. Keyed headlines tell the effect of every ap-And you'll find that all advertisers skilled in ways of gaining public acceptance present their story with careful attention to the readers' point of view."

Curtis Estate Valued

An inventory of the personal estate of the late Cyrus H. K. Curtis, at the time of his death publisher of the Ladies' Home Journal, The Saturday Evening Post, The Country Gentlemes, the Philadelphia Public Ledger and Inquirer and the New York Evening Post, places its value at \$18,603,187. Assessed items in the inventory included 30,000 shares of stock in the Public Ledger Company, now the Machigonne Company, \$12,492,778; 275,566 shares of common stock of the Curtis Publishing Company, \$2,206.208; 78,814 shares of preferred stock of the Curtis Publishing Company, \$3,349,395. Mr. Curtis' yacht, the Lyndonic, was valued at \$150,000; cash on hand \$101,135 and house furnishings, \$50,727.

Succeeds Vaughan at Whitney

Norman D. Vaughan has resigned as sales manager of the W. F. Whitney Company, South Asbhurnham, Mass., furniture. He is succeeded by William Miller, who retired from the firm two years ago but who now has resumed direction of the firm's sales.

Donahue & Coe Add to Staff

J. F. Laing, recently advertising di-rector for Austin, Nichols and Com-pany, has joined Donahue & Coe, Inc., New York agency, as an account executive.

Gets Meat Products Account

The C. A. Durr Packing Company, Utica, N. Y., meat products, has ap-pointed Moser & Cotins, Inc., of that city, to direct its advertising account.

Death of Thomas Patrick Convey

Thomas Patrick Convey, known on the air as Thomas Patrick, president of Thomas Patrick, Inc., owner of Station KWK, St. Louis, died at that city. He became interested in radio in its early days and was appointed manager of KMOX, St. Louis, the year it was established. A year later he acquired KWK. The station later became associated with the National Broadcasting Company. Mr. Convey was widely known through his broadcasting of playby-play hall game accounts, which he by play ball game accounts, which he told with a personal touch, giving bio-graphical incidents of the ball players as he went along.

New Vacuum Power Company

The Vacuum Power Equipment Company has been organized, with offices at 1627 W. Fort Street, Detroit, to take over all sales, advertising and sales engineering activities formerly handled by the Velvet Power Brake Company. A national sales and advertising campaign is planned.

O'Sullivan Rejoins Silk House

W. L. O'Sullivan, who was with the Belding-Hemingway-Corticelli Company, New York, up until two years ago, has returned to that company as sales promotion manager.

New Oregon Business

Roy M. Bird has opened his own advertising service in the Guardian Building, Portland, Oreg. He formerly was with Botsford, Constantine & Gardner, Portland.

May 31

For trial our sales

that

indu

indu kno

OF ALL AGENCIES PLACING BUSINESS PAPER ADVERTISING

DURING 1933

> From figures recently issued by Associated Business Papers, Inc., whose member publications carry about 35% of the total volume of business paper advertising.

For eighteen years we have confined our efforts solely to the industrial field. During the past five years we have materially broadened our activities, engaging in market research in the industrial field, sales promotional work, dealer building activities and other efforts that help clients increase sales volume. For several clients who have industrial markets as well as consumer fields, we are handling industrial marketing and advertising in co-operation with well-known national agencies functioning on the consumer end.

G. M. BASFORD COMPANY

INDUSTRIAL MARKETING AND ADVERTISING ESTABLISHED 1916 - MEMBER A.A.A.A. - N.L.A.A.

New York-60 East 42nd Street · Pittsburgh-Koppers Bidg.

nd no

nd no public habits n. In s like ers do l sig-

er of very d to t one siness at all.

dverbest pubheadapt all gaintheir

o the

n on on tation

early early early early early early early early early play-h he bio-ayers

Comes at
take
sales
idled
y. A
paign

the any, has pro-

aduildwas ner,

British Jams

England Tries Consumer Grades, but Advertisers Refuse to Use National Mark

A SITUATION has just come up in England which has definite and important bearing on some of the current agitation for U. S. Government brands instead

of advertised brands.

Last year, as the Adver-tiser's Weekly of London points out, the Ministry of Agriculture attempted to introduce a national mark for British jams. The purpose of this act was to create a public demand for jams made of fresh British fruit and also to give the consumer a Govern-ment mark of guarantee. In its original form this national mark plan provided for three standards. There was to be one grade for jams containing the maximum amount of British fresh fruit, a second for jams with a high fresh fruit content, and a third which would contain a large proportion of fruitpulp.

As in some of the schemes which have been put up in this country, certain practical difficulties immediately arose. There happens to be a Food Manufacturers' Federation in Great Britain. It represents the interests of the jam

manufacturers and others and has for a long time laid down standards of quality for its members. Enforcement of such standards, however, always depended on local authorities. There was no legal force back of them beyond that conferred on local authorities by the British Food and Drugs Acts. Moreover, as a practical proposition, many people questioned the method of analysis as a reliable test of jam quality.

Another difficulty came up in the fact that the Federation didn't like

the original plan, since it said British fruit growers could never guarantee sufficient fresh, fine fruit. The original full-fledged scheme



Hartley's criticize jam manufacturing methods of their competitors in their current campaign

of grade A, B, C, marks, therefore, was changed slightly by the Ministry of Agriculture, who, in meeting the practical difficulties, decided they would have to make the scheme a gradual one. During the first year, therefore, "Select Preserve" was the one Government grade. The rule was that it had to be made from fresh fruit and sugar only. It was understood that these jams would be higher in price so that the upper scale of the market would be the one most ap-

May 31

pealed t The not con introdu first wa from th fessor (that th scientifi practica themsel of the manufa fore, r ment m vertise built g consiste more t for, an tion to at least these f

and are
One of
after a
pointed
launch
esting
vious
from a
only be
eral pu
manufa
grade 1
worth

to the Britain cerns v

New G

pany ha
Inc., M
America
succeeds
ters are
marketin
mainly
juncts,
veloped
Mills re

Mae Si Mae has been tising W Rosensto vice-presing sec Ferry-H

respondi

tinger,

62

to to

Brit-

guar-fruit

heme

eth-

rent

ore, Aineetde-

the the re-

ent 1 to and that 117 the appealed to by the Government grade.

The Federation, however, was not convinced even by the gradual introduction of the plan which at first was going to jump full-fledged from the head of some British professor or bureaucrat. Its view was that the grade mark was neither scientifically nor commercially practical and members pledged themselves to decline any adoption of the mark. The best known jam manufacturers in England, therefore, refused to use any Government mark at all, preferring to advertise their own name which had built good-will over the years by consistent advertising. Not many more than a dozen firms applied for, and were granted authorization to use the national mark for at least a part of their output and these firms are very little known to the general public in Great Britain. In the main they are concerns which sell in localized areas and are non-advertisers.

One or two of them, immediately after applying for the mark, appointed an advertising agent to launch a campaign; another interesting development. For it is obvious that any sales advantage from a Government grade could only be taken by informing the general public of the fact that these manufacturers had been given the grade mark. This is a point well worth noting by proponents of

Government grade marks in America at the present time.

In the absence of national distribution and consistent advertising either the Department of Agriculture of Great Britain has got to advertise or it will take years to get either distribution or knowledge of the mark. In the meantime the big manufacturers who stayed out of the national mark scheme are planning increased advertising. Either the Food Federation itself will eventually advertise its own standards and go out to convince buyers that these standards constitute a guarantee of quality or individual manufacturers will bring out the same point.

One firm, One firm, Wm. P. Hartley, maker of Hartley's Jam, as member of the Federation, has declined to use the mark and has launched an advertising campaign which goes further in criticism of jammaking methods than any national mark user is likely to go. The copy says, "Most jam is made from fruit chemically or otherwise preserved, treated with various sub-stances to color it." It then re-iterates the fact that Hartley's jams are made of nothing but fresh fruit and sugar.

American manufacturers and advertising agents will watch with great interest the further development of the grade mark idea in Great Britain,

New General Mills Subsidiary

A new wholly owned associate com-A new wholly owned associate company has been formed by General Mills, Inc., Minneapolis, under the name of American Research Products, Inc., which succeeds Sun-A-Sured, Inc. Headquarters are in Chicago. It will act as marketing agent for various products, mainly food derivatives and dietary adjuncts, many of which have been developed through the work of the General Mills research laborators. Mills research laboratory.

Mae Shortle Re-elected

Mae Shortle, advertising consultant, has been re-elected president of Advertising Women of New York, Inc. Laura Rosenstein, Altol Press, was elected vice-president; Dorothy Noyes, recording secretary; Cara Haskell Vorce, Ferry-Hanly Advertising Company, corresponding secretary, and Florence Pettinger, Pace Institute, treasurer.

Cheese Group to Advertise

The Wisconsin Cheesemakers' Publicity Association, representing 200 cheesemakers, met recently at Kiel, Wis., and adopted a plan by which members will contribute 1 per cent of their gross income to build an advertising fund. The advertising program, for which it is expected \$75,000 will be raised, is to increase the consumption of Wisconsin natural-made cheese as differentiated from "processed" cheese.

Death of James M. Segl

James M. Segl, at one time president of the Advertising Counselors, Philadelphia advertising agency, and later head of his own agency at Phoenix, Ariz., where he had gone for his health, died recently while on his way East. Mr. Segl, who was thirty-two years old, was for many years editor of the Poor Richard Almana." publication of the Poor Richard Club of Philadelphia.

Fight Back!

This Advertiser, Speaking for A.N.A. and Others, Says He's Tired of Taking It on the Chin

By Allyn B. McIntire

Vice-President, Pepperell Manufacturing Company; President, Association of National Advertisers, Inc.

HONEST business must re-sell itself to the public. To do that job, it must accomplish the following five points:

1. Promote honesty in all manufacture.

2. Promote a better understanding and co-operation between the producer and the consumer.

3. Promote a better understanding and co-operation between business

and Government.

4. Promote sound and democratic legislation, opposing all forms of bureaucracy in Government, favoring that which will protect both the consumer and business.

5. Promote confidence in adver-

tising.

All of these points can be helped immeasurably by advertising. Of that I am certain. I am not speaking of advertising in its nar-rowest sense. I am speaking of it as it encompasses the whole field of interpreting business to the public-public relations, if you will, but not press agentry. We can't do the job with one or a dozen double trucks in four colors. It's far bigger than that. We've got to change our concept.

Advertising has been attacked. Some of that attack was justified: Most was not. Certain gentlemen in and out of Washington have, by their writings, by their speeches, by punitive legislation and rulings, and by their endeavors to include unfair and illogical provisions in codes, attempted to hamstring legitimate business. Added to this we have the persistent peckings of altruistic saviors of the public and "disillusioned" advertising men.

From an address delivered before the American Association of Advertising Agencies' Convention, Washington, D. C.

It was but natural that business should be attacked through advertising for advertising is more likely to be criticized than most modern activities since millions of people may see a poor advertisement whereas only a few score are affected by poor teaching or poor

preaching.

What have we been doing while this attack was going on? Most of us were too busy watching our competitors to notice it much. It's a cinch we haven't done much fighting back. Personally, I'm getting rather tired of taking it on the chin. Most advertising men are pretty decent citizens. I believe that advertising, that business, is composed of human beings and that essentially human beings are honest. I should hate to believe otherwise.

There Is Some Dishonesty in All Walks of Life

Of course there are dishonest men in business. Of course there are dishonest products. Of course there are dishonest men advertising those products. This is no Utopia we are living in and no one with an ounce of sense would claim it so. There are dishonest men in

every walk of life.

But shall all be hanged for the sins of the few? Shall all advertising be stopped because some crooked manufacturer advertises a cure for cancer? These critics of modern advertising should realize that advertising and salesmanship, the educational methods and devices of business, are no better or no worse than the educational methods of other institutions of society such as the university, the church, and the Government.

By being appointed to a govern-

menta himse tain a ing th he th ing? him Kings Do tack

May.

a non make hones living Mone

Incen Are

more pen to ness? field v it is i anyon are o the n these consu their adjus cause serve Are

ness

becau

rather adver Resea truth, but th are m Profe of Sy rightl man 1 try": turer's chemi more farme tents said: staten is mo

It i ing as ness i and w that f

busine

saving

e's

iness

iver-

ikely

dern

eople

ment

af-

poor

vhile

Most

OH

It's

nuch get-

on

are

that

om-

that

1011-

her-

nest

nere

irse

tis-

no

one

aim

1 111

the

ver-

ome

s a

of

lize

hip,

de-

OF

nal

of

the

rn-

mental position does a man cleanse himself of all sin or suddenly attain an infinite wisdom transcending that of his fellow men? Does he thus become an infallible being? Does his sudden power grant him a sort of Divine Right of Kings?

Does the fact that a few men attack business under the guise of a non-profit making organization make them any more right and honest than those who make their

living from business?

Money Not the Only Incentive

Are such men, then, so much more altruistic than we who happen to make our living from business? I think not. If there is one field where altruism has little place it is in the realm of politics. Does anyone need proof of that? There are other incentives in life beside the monetary incentive. Most of these self-styled protectors of the consumers are striving to achieve their goals in order to satisfy their adjustment tendencies and not because of an intellectual desire to serve mankind.

Are the claims made by a business for its product wrong simply because a business makes them rather than an individual? Are the advertising claims of Consumers Research to be accepted as the truth, the whole truth, and nothing but the truth simply because they are made by Consumers' Research? Professor Harry Walker Hepner of Syracuse University, says quite rightly in his valuable book "Human Relations in Changing Indus-"The average manufacturer's statement regarding the chemical contents of his products is more reliable than the average farmer's statement about the contents of his crate." He might have said: "The average manufacturer's statement regarding his products is more reliable than the average business reformer's statement about saving the country.'

It is unfortunate that advertising as well as the whole of business is on the defensive. But it is, and we shouldn't close our eyes to that fact. To adequately defend it, to adequately defend honest business it exists to help, is up to you and to me. We must boldly change the range of our guns to bear on those false prejudices which are being daily built up as bulwarks behind which would-be saviors of civilization snipe at our flanks. The time for watchful waiting is past. We can see the whites of their eyes.

First we must look over our guns. Just what have we been aiming at? What has all this shooting

been for? * * *

Let's open our eyes, look around, and chuck all the bunk we have dishing up to ourselves. There are certain things advertising can do and certain things it can't. "Advertising cannot do the impossible," says Kenneth Collins. He continues, "It cannot, for example, produce a dollar volume under current conditions to justify the overexpanded plants of many stores throughout the country. Advertising is still producing effectively but it cannot shoulder the load of artificial costs which it played no part in creating."

A Twofold Job for Advertising

But advertising has a double-barreled job which it can and must do. Let's let up a little on the product and sell the organization. Let's let up on the superlatives. Understatement is usually more impressive than overstatement.

What the public does not know is the organization behind the product. There is an esprit de corps, an honest pride in every decent business organization. There is a pride of craftsmanship, an earnest desire to turn out a product worthy of the faith of the consumers. That's the story to tell the consumers.

Business is a public servant. It should be translated in that light. Truthful information about an organization is, I believe, far more effective than the sledge-hammer methods of glorifying the product to the point where it becomes ridiculous.

We have been letting the product occupy the whole stage. We have taken it and magnified it far beyond its place. The spotlight has been wholly trained upon it. Now we must create a backdrop of understanding in the public mind against which the product advertising may be projected.

A business is an aggregation of human beings. It sells to other human beings. I say this because some advertising would seem to give the impression that the public is a group of morons.

The public is fair. But the public is human. If it gets but one side of the story, if the evidence emanates solely from enemies of business, if business does not take the trouble through advertising to present the truth, the human story back of business, the verdict will be guilty and the penalty economic

We don't want propaganda of the backstairs kind. That's out. We

don't need it. Any honest business-and may I reiterate my belief in the honesty of businessis turning out a product which is of service to society. It has nothing to be ashamed of. It has a lot to be proud of. There is a story before our very eyes which the public will be glad to read. that story is honestly, truthfully told, the public will have faith in the product and buy. Furthermore they will be quick to defend their economic servant.

We have been blind too long. Every year some 2,000,000 boys and girls grow into men and women, 2,000,000 sources of new vision, new thinking, new ways. We must keep pace with them. We must recognize their clear vision. We must recognize their depression-born hatred of fraud and of

exaggeration.

Proprietary Group Urges Copy Censorship

The Proprietary Association at its an-nual convention in New York last week adopted a resolution authorizing the ap-pointment of a committee which will pass on the advertising copy of member firms. A committee of three advertising experts will be appointed to work out

plans.

The need for censorship of copy from within the industry was stressed in an address by Frank A. Blair, of the Centaur Company, who was re-elected president for the twenty-first time.

Henry B. Bristol, Bristol-Myers Company, was elected first vice-president, and Charles P. Tyrrell, secretary-treasurer Walter Bompa was elected chair.

and Charles P. Tyrrell, secretary-trea-surer. Walter Boman was elected chairman of the export section.

Walsh Leaves Bank

James L. Walsh has resigned as vice president in charge of advertising and public relations of the National Bank of Detroit, Cleveland. He will resume his own marketing counsel service with headquarters in New York.

Directs Hoge-Montgomery Sales

Joseph H. Carruthers, formerly with Enna Jettick, Inc., of Auburn, N. Y., has been appointed general sales man-ager of the Hoge-Montgomery Company, shoe manufacturer of Frankfort, Ky.

With Liebel-Flarsheim

Harold S. Riggs has been appointed advertising manager of the Liebel-Flarsheim Company, Cincinnati. He formerly was with The Globe-Wernicke Company.

Municipality Joins in Appliance Campaign

Appliance Campaign

The municipally owned light plant in Kansas City, in co-operation with the electrical dealers association of that city, is running a 115,000-line advertising campaign in that city for the promotion of the sale of electrical appliances of all kinds. The favorable electric light rate of 6 cents a kilowatt which drops to 2 cents after the first minimum is used, together with the special range rate of 1½ cents a kilowatt, is a feature stressed in the promotion. The Charles Carter Advertising Agency, of Kansas City, is handling the campaign.

Perkins Joins Reliance Graphic

Charles Eliot Perkins, formerly copy writer for the J. Walter Thompson Company, and, more recently, head of his own advertising agency, has joined the Reliance Graphic Corporation, New York, as head of the copy and plan department. He replaces Charles Carroll Forbes, who has been transferred to the dealer direct-mail division. dealer direct-mail division.

David Reid with Paul Block

David Reid, formerly with the Comic Section Advertising Corporation and the Scripps-Howard Newspapers, has joined the staff of Paul Block and As-sociates, New York.

Appoints Cramer-Krasselt

The Reynolds Wire Company, Dixon, Ill., has appointed the Cramer-Krasselt Company, Milwaukee, to direct its advertising account.

Cu De Eli Ess Fa Fo

For

May 3

Be

Bu

Ce

Co

Co

Co

The TA

en C

M

busibeess ch is notha lot story

1934

the
If
fully
th in
more
their

boys wonew ways. We sion. oresd of

nt in the city, tising romo-sances light drops m is range ature

copy pson d of pined New plan arroll o the

ansas

and has As-

ixon, isselt adBermuda
"Bland A White" Whish
Buick
Canadda Pacific
Celanes
Chryslet
Colgate's
Community Plane
Condé Nast Publications
Courtauld's
Cunard Steamship Cl.
Dewar's
Dunlop
Elizabeth Argen
Essolube

Fassett & Johnson

Forhan's

Ford Motor Company

Guinness Harriet Hubbard Ayer Jantzen Johnnie Walker Kayser Kestos Kodak Listerine Louis Philippe Musierole Orien Line Parke, Davis & Co. Pepsodent Pratt's Epyt Tangee Thos. Cook & Son Union-Castle Line

In GREAT BRITAIN these advertisers—whose names you'll recognize—use the world-renowned

Vapex

ILLUSTRATED NEWSPAPERS

ILLUSTRATED LONDON NEWS - The SKETCH - The SPHERE The TATLER-The BYSTANDER-SPORTING & DRAMATIC NEWS

Export Managers, Advertising Managers and Advertising Agency Executives are invited to write for two brochures entitled "FOR THE FIRST QUARTER MILLION IN THE LAND" and "BRING YOUR PRODUCT TO LIFE WITH COLOUR." These give interesting facts about the British Market which we believe you will like to have in your files.

FIFTEEN PEOPLE READ EACH COPY THEN EVERY FOURTH COPY GOES OVERSEAS

Please address communications to

G. C. Morphett, Advertisement Director, 346 Strand, London, England.

The Good That Men Do-

SAN FRANCISCO

Editor of PRINTERS' INK:

and Helpfulness!" What an inheritance for any man to leave, not only to his children but to every friend who was ever drawn within the influence of George Hazen's masterful and Godlike spirit. I speak from the wealth of an unbroken experience which would have reached its fortieth year this coming fall. And he backed up his Integrity and Helpfulness with a fearlessness and an unostentation that was singularly characteristic. Let me tell a story which illustrates precisely what I

My mind goes back to a Saturday afternoon in the Holland House cafe, many, many years ago. It was a "round-table" impromptu gathering during which a well-known advertising agent (still alive) known to possess certain sportive proclivities, was telling a story of a personal experience which might better have remained untold. "You know," he said, "under the proper inspiration, we all do these things

"Just a moment," said Hazen, interrupting the yarn. "I hate to break in upon another man's story, whether I approve it or not—and I don't need to tell you fellows that I'm not sitting in judgment on any man's acts. It just happens there are some few things I don't do. This is one of them and I don't quite fancy the classification, that's all. Now go on with the story," and Hazen smiled his broad and

tolerant smile as he apologized for his interruption. Needless to say the yarn fell flat.

A little romance in the heart— A little horse-sense in the head— A little iron in the purpose— These three things should keep a man going on this old earth just as long as it's decent for him to stay. George Hazen had them all in abundance and he always "played the game."

ROBERT FROTHINGHAM.

J. C. BULL INCORPORATED NEW YORK

Editor of PRINTERS' INK:

As one who had his first inspiration to follow advertising as a profession from George Hazen, I want to add to the many graceful tributes to him a personal word of love and appreciation.

What he did for me I know was simply an expression of the great desire of his life to help others. Nor did his promotive interest in others ever lag. It seemed to be the obligation, and the acting capacity, of his great heart to say and to do those human things which never failed to help.

Words of suggestion, of advice, of encouragement from George Hazen straightened many difficult turns in the road ahead for many young men.

His assuring countenance—smiling down on me from over my desk—always says, "Courage, comrade, courage!"

J. C. Bull. President.

Represents "Commercial America"

W. Howard Mills has been appointed New England advertising representative for Commercial America, published by the Foreign Trade Bureau of the Commercial Museum, Philadelphia.

Appoints Keelor & Stites

The Sparkling Carbonic Company, Cincinnati, has appointed The Keelor & Stites Company, of that city, as advertising counsel.

Joins Meyers & Associates

Miss Lucille Fisk, former secretary of the American Home Magazine Publishers, has joined Paul Meyers & Associates, publishers' representatives, Chicago.

Lawrence Pump to Chirurg

The Lawrence Pump & Engine Company, Lawrence, Mass., has placed its advertising account with the James Thomas Chirurg Company, Boston.

FOR wath hind a been regrammon for Agai

East I sylvan feet for I sat tors.
At to for the and w

"I the I still I still

sat on him.
And low the quizing not to if mademoniattitud plain,

it is.

For

three o

day of Manage the enlight large the P and the ness te with he ception

Let Guidance Speak Aloud

A Piece of Moralizing, Inspired by a Conference of the American Management Association

By Arthur H. Little

FOR fifteen minutes by my watch, an earnest gentleman behind a lectern upon a platform had been reading a paper. By the programmed time-table, he was to go on for fifteen minutes more.

Against a rear wall in the South East Ballroom of the Hotel Pennsylvania, but not more than forty feet from the reading gentleman, I sat with two business-paper editors.

At the fifteen-minute mark, one of the editors leaned over to me and whispered:

"I think that this guy is right."
I stifled a snort. For the point of the remark lay in the fact that from the moment, a quarter-hour before, when the reading gentleman had begun to read his contribution to the annual general-management conference of the American Management Association, not one of the three of us against the wall had been able to hear a word of what he was reading.

Indeed, I doubt if much of what he read was audible even to the three other earnest gentlemen who sat on the platform just behind him.

And as he read on—in a voice so low that he might have been solilo-quizing about something and trying not to disturb anyone—I wondered if maybe I was witnessing a demonstration of a relationship, an attitude, in business that may explain, in part, why business is as it is.

For two days—Thursday and Friday of last week—the American Management Association, which is the embodiment of the best, most enlightened business thinking at large today, brought together at the Pennsylvania the philosophy and the findings of modern business technique. And for two days, with here and there a bright exception, the philosophers and exception, the philosophers and exception.

plorers, each of whom had been asked to bring and present the best of his knowledge and each of whom had worked long and hard to prepare himself, stood up and presented his message in a manner that seemed to indicate that he didn't more than half-believe the stuff, himself.

They Really Had Important Things to Say

Let it not be thought that what these men had to say was unimportant. In fact, that's precisely the issue!

On Thursday morning, the general, over-all topic was The Economic Political, and Social Setting of Business Administration. Under that heading, the assigned analyses, each discussed by a specialist, were: The Monetary and Credit Setting, The Labor Background, The Agricultural Background, and the NRA Background.

Thursday afternoon, the general topic, Management Policies in the Light of the New Deal, was divided into the sub-topics of Personnel Policies, Purchasing Policies, Accounting Policies, Office Management Policies, and Insurance-Buying Policies.

Friday morning, the conference continued the general topic of the preceding afternoon, subdividing it into Mass Production Policies, Job Order Production Policies, Consumer Marketing Policies, Merchandising Policies of Manufacturers and Distributors, and Public Relations Policies.

Friday afternoon the conference heard about Trade Associations and Code Authorities as an Integral Part of Business Management.

And for two solid days—and you may take my word for it that they were not only solid, but heavy to the point of massiveness—a

69

for say

ep a just n to n all

ayed M.

piraprowant triblove

was creat ners. it in be casay

vice, orge icult nany

millesk ade,

ent.

y of Pub-Asso-Chi-

its imes willing but handicapped audience squirmed on hard-seated, armless chairs and listened to reading gentlemen who, for the most part, seemed to be whispering secrets.

Two whole days, chock-full of thousands upon thousands of words, without a single joke. Anyway, if one of the reading gentlemen unbent himself enough to uncork a jest, I was unlucky enough not to hear it.

Two whole days without a single exclamation point. Anway, if one of the reading gentlemen heated himself momentarily to the point of unleashing a reverberating remark, I was unlucky enough not

to hear it bang.

Perhaps the lines of my life have lain too much with salesmen. I have helped plan and stage resounding sales conventions. But in the Pennsylvania's South East Ballroom last week I waited in vain for someone to expand his chest and say something significant right out loud—say it, by dang, as if he meant it and would stand by it. I waited in vain for someone to raise a Billy Sunday fist and wallop that too-churchly lectern.

And I reflected: "These men know a great many useful facts. Together, they know more about economic background and practical, present-day business and its ailments and possible cures than would the brainiest, professorial brain trust that any President could assemble. They've something mighty big to sell. Yet they come here in what looks like diffidence, and they read their pieces as if they were high-school themes. Why in hell doesn't one of them swear?"

Not Speech-Makers But-

Yes, I know the obvious answers. These men tend toward the academic. They shun the spectacular. They come, not to orate, but to council together. Besides, they're not speech-makers. Among them, no doubt, you'll find the opinion rather strongly held that in business there are just two kinds of men: One kind does the work and the other kind does the spellbinding. Further, there is

pride, of course, in honest toil. Yet for men like these, there is a job to be done. What they know must somehow be made known to many. True, last week's conference was publicized by a publicity man. Copies of the papers went to the dailies and to the business press; and the Republican newspapers pounced upon and played up those passages that poked at the NRA. But after all, a two-day conference, even though it be megaphoned by mimeographing, is just a sporadic blast.

In his opening address, the association's retiring president, William J. Graham—who also is a topkick executive of the Equitable Life Assurance Society—reminded his fellow members that the A.M.A. is not a body designed to reach conclusions and adopt resolutions. "Often," he said, "the conclusion that there is no conclusion is the best conclusion of

211

Subject Matter Worth Attention

But if the association as a body avoids crystallizing its opinion, its speakers, despite the fact that some of them speak so low and with so little fire, speak thoughts that American industry and American Government would be the better for absorbing.

I quote from the paper of James W. Hook, president of the Geometric Tool Company, who, under the heading, "The Monetary and Credit Setting," thus clarified a social and economic phenomenon that has bothered the professional

savants:

"There is no serious production problem facing the nation and there is no dearth of wants in our population. That people do not buy is all a matter of money, credit, prices, and relative values of goods and services. Farmers in some quarters might question this on the theory that over-production of farm products is a production problem of the worst kind. I would not agree. Over-production on the farm has occurred because there has been a great shortage of production in other lines. Farmers

May 31, over-pr prices service

sorb the why no "The in one another the par More augmer side in shift over-pr

not pro

"I usences' politica act eco in the nationa lieve of Govern tions a man stendeave gage in the fiel I qu

graphs

Lorenz

Americ

subject

ground'

"Rec Codes the ma cedure. and fin ate rec the con the pre further econom not re from c possible form t tion wi the eve regulat of unco perman and fu policies will no mental. on indu

"Wha ministra tematic 1934

toil.

now

n to

fer-

city

t to

ness

spa-

up

the

day be

, 18

as-Vil-

topable

ded the

ned

opt

the

011-

of

ody

its

ome

so

can

tter

of

the

ho,

ary

fied

non

mal

ion

and

our

buy

dit.

ods

the

of

ion

uld

the

ere

ro-

ers

over-produce and greatly depress prices because the factories and service organizations cannot absorb their surplus workers. And why not? . . .

"The reason for over-production in one line and the opposite in another is not the lack of wants on the part of the consuming public. More likely it is the slowness, augmented I regret to say by outside influences, with which people shift from industries that are over-producing to those that are not producing enough.

"I use the words 'outside influences' purposely. They refer to political forces that would counteract economic law—forces masking in the name of freedom and stern nationalism that lead people to believe that political parties and Government can interpose restrictions and laws that will make a man successful in any legitimate endeavor that he may wish to engage in, irrespective of how well the field is already covered."

I quote the concluding paragraphs of the paper of F. A. Lorenz, Jr., vice-president of American Steel Foundries, whose subject was "The NRA Background":

"Recovery must and will come. Codes for the larger industries in the main will lead to orderly procedure. All the elements, physical and financial, are ready to effectuate recovery. What is lacking is the confidence of the people that the present Administration will not further interfere with the natural economic forces of recovery; will not remove the profit incentive from capital; will not make it impossible for industrialists to perform their usual tasks in connection with their daily work without the ever-present fear of punitive regulations; will remove the threat of uncontrolled inflation through a permanent balancing of the budget and further changes in monetary policies, and assure that the NRA will not enforce arbitrary, governmental, bureaucratic administration on industry.

"What is needed from the Administration is an integrated, systematic plan of Government policy —not a disjointed attempt to right the depressed state of the Nation piece-meal, by unrelated legislation, Government agencies, authorities, and departments. If we are to have 'reform' and recovery, let's know where and how they are coming."

Mr. Lorenz, I am pleased to report, was one of the exceptions. He read his paper audibly, and with every evidence that he not only wanted it heard, but also intended that it should sink in.

I have quoted from two of the papers. There were fourteen others, Each of them, although in some instances their readers seemed doubtful, said something definite. Not all were controversial. Most of them, in fact, accepted conditions as they are and undertook to point out how, under those conditions, business might operate more profitably and more effectively. And, although some of them seemed not to realize the fact, each of the paper-readers on that two-day program was a crusader. Though he reversed his lance and muffled the hoofbeats of his horse, each of them was riding forth in a cause.

Let These Men Learn How to Speak

And why—I wondered—don't they hit hard enough to make a dent?

Not speechmakers? Then let these men in the A.M.A. and all other men like them throughout all industry learn how to speak!

We've heard a great deal from those natural-born vocalists, the salesmen. We've heard them speak, convincingly, as they sold mouse traps; and we've heard them orate, movingly, as they addressed great throngs. Their stories are sound; some of them, to be sure, are sound and fury. They get results. But they tell, at best, only half the story.

The other half is in the minds and the charts and the statistics of modest men like those who, in the South East Ballroom, were so careful to set awhirl no rhetorical echoes.

I do not urge that each of these shall desert his workshop and sign up straightway with a lecture

May 31

bureau. But in a world in which so many men are talking—and so many of them talking nonsense let these quiet fellows who know their stuff acquire the skill and the frame of mind by which and in which they can make themselves more articulate. We need to hear and to believe and to act upon what they say.

And meanwhile, surely something can be done through the NRA about the seats of hotel-ballroom chairs.

That Tire Argument

Wm. H. RANKIN COMPANY New York

Editor of PRINTERS' INK:

I was very much interested in the article of the issue of May 17 headed, "Ward Bows to the General."

Having for nearly twenty years been interested in the development and sale of rubber tires for several of the important manufacturers, I am forced to wonder whether PRINTERS' INK is not lending itself to a little pleasantry.

It is debatable in my mind, and I believe in the minds of others too, as to whether Sears, Roebuck and Montgomery Ward have ever made any money from their tire operations, strictly as tire operations, but that rather these mail-order houses through their retail stores have possibly been using tires as "loss leaders." It seems to me that the tire business of these two institutions has been an important factor in their retail sales development and that thousands of people have been attracted to the Mont-

gomery Ward and Sears, Roebuck stores because of the tire advertisements, but have been sold other items of merchandise.

It is a very common practice and, as you know, has been taken under consideration in the formulation of the various codes, for retailers to take certain merchandise and sell below the customary markup in order to attract customers. One of the upsetting factors in the tire business has been the Montgomery Ward and Sears, Roebuck type of retail operation, and I personally feel that the NRA, in respect to this condition, has made a justifiable ruling for the betterment of tire selling in general, and especially the small, independent tire dealer who can now sell the same quality of tires at prices as low as Montgomery Ward or Sears, Roebuck. The purpose of the New Deal and the NRA Code is to protect the small independent dealer and give him a chance to do business at a profit.

> WM. H. RANKIN, President.

> > Lexing

This is

ment

efficie

higher Marke

NEW

Stelle to Byren-Weil-Weston

B. Weston Stelle has joined Byren-Weil-Weston, Inc., Philadelphia agency, as vice-president and account executive. He conducted his own advertising agency for seven years, and, more recently, has been with the F. Wallis Armstrong Company.

Will Advertise New Beverage

The Brooks Bottling Company, Columbus, Ohio, has appointed Hugo Wagenseil & Associates, Dayton agency, to direct its advertising and sales promotion on "Play," a new beverage.

New Accounts to Sanger

The Lea Manufacturing Company, Waterbury, Com., plating compounds and supplies, and the Foster Engineering Company, Newark, N. J., automatic valves, have appointed Alan Bridgman Sanger, New York, as advertising counael.

Appoints Rosenberg

Advertising of the American Store Equipment Corporation, New York and Detroit, has been placed with the Arthur Rosenberg Company, Inc., New York agency. NRA room ebuck rtiseother actice taken rmur rendise narkmers. n the Contbuck pern remade etterand

, 1934

hear upon ething

New proealer busiin, dent.

the

pany, ounds ineermatic gman coun-

Store and rthur York



We have moved . . . from the 16th and 20th floors of 369 Lexington to the 33rd, 34th and 35th floors of 535 Fifth.

This is not merely a change of altitude but a decided improvement in working conditions. It should result in greater efficiency and send the quality of our service to higher and higher levels. MARSCHALK and PRATT INCORPORATED, Marketing and Advertising Service, 535 Fifth Avenue, N. Y.

NEW TELEPHONE NUMBER: VAnderbilt 3-1525

Copeland Bill Situation

SENATOR COPELAND this week told PRINTERS' INK he expects to call up the pure food and drug bill immediately after the tariff measure has been disposed of. This is the bill variously known as the Copeland bill and the Tugwell bill.

But the matter of securing its passage cannot be set down as simply as that. The whole rigamarole of politics finds its way

into the equation.

At this moment this seems to be the case: The measure probably will not pass this session unless energetic Administration support is put behind it. The Administration is not likely to exercise its power in any energetic fashion unless it has more assurance than it now has to the effect that a large portion of the business to be affected desires enactment. It appears that a sufficiently vigorous showing to the White House of a responsible desire for enactment

On St. Louis Club Board

Following its annual election, eight new members were elected to the board of governors of the St. Louis Advertis-ing Club. They are: Hale Nelson, ad-vertising manager, Southwestern Bell vertising manager, Southwestern Bell Telephone; Frank M. Mayfield, presi-Telephone; Frank M. Mayfield, president, Scruggs-Vandevoort-Barney; Edward Mead, Woodward & Tiernan Printing Company; William West, director of Station KSD; Arthur E. Kaye, business manager, St. Louis Star and Times; P. M. Hitchcock, Sears, Roebuck & Company; Coloman Kaldor, president, St. Louis League of Foreign Publications, and C. B. Dietrich, advertising manager, Wagner Electric Corporation. poration.

Starts Full-Page Campaign

Page space in newspapers of approximately twenty cities will be used in a campaign planned for an extended period by the Park & Tilford Import Corporation, New York. The campaign will advertise Booth's English gin, distillation of which has now been started in America. The Charles M. Storm Company is handling this account. is handling this account.

Death of Howard Rockey

Howard Rockey, who was at one time director of publicity of Lord & Thomas, died May 27 at New York, aged fortyeight.

might cause the White House to talk seriously to Congressional leaders.

It must be remembered that while the Senate has held hearings, there have been no House hearings. House hearings could be rushed.

but only under pressure.

The measure can be enacted on the present showing of White House interest, contained in the President's letter to Senator Robinson, recording the President as favorable to the bill. But, barring new and more emphatic White House interest, the safest prediction is that the bill will go unpassed in the jam of "must" legislation now piled up in Congress.

There is another forecast which must go hand in hand with any forecast on the present bill. It is that if the measure is not enacted by this session, the next session will be called upon to deal with a new and possibly much different

Fry Presents Franklin Relic

Wilfred W. Fry, president of N. W. Ayer & Son, Inc., returning from a recent trip abroad, brought back with him the composing stick used by Benjamin Franklin more than 200 years ago when he was a journeyman printer in London, R. D. Blumenfeld, acting master of the Worshipful Company of Stationers and Newspaper Makers in London contented the stick to Mr. Fry for present entrusted the stick to Mr. Fry for presentation to the Franklin Memorial in Philadelphia.

Business Paper Editors Elect

Philip W. Swain, editor of Power, as been elected chairman of the New has been elected chairman of the New York Business Paper Editors. He succeeds Marlen E. Pew, of Editor and Publisher. James G. Lynne, financial editor of Railway Age, was elected vice-chairman; Lewis K. Urquhart, associate editor, Factory Management and Maintenance, secretary-treasurer, and C. B. Larrabee, managing editor of Printess' INK. was elected a member of the ex-INK, was elected a member of the executive committee.

Hadley with Wurlitzer

Earl L. Hadley, until recently adver-tising and sales promotion manager of the Grigsby-Grunow Company, Chicago, has joined The Rudolph Wurlitzer Company, Cincinnati, in a similar capacity.

For to th Assoc ers w meeti as pa speak progr plain A 1 day e event. ness

ciation compe Lee . Haase session "Cost! by Ad Value Lang, counci Mount What and S cuss t

among

On

Reynol New 1 The York, 1 Works, solidate the Rey Standar newly sion of

Fitch 1 Ray I re-electe vertising Other Oshkosh gerald, Charles Oberrich

New A Booth N. Y., 1 vertising to direct

Three-Day A.N.A. Program

FORCED combinations and localnational rates will again come to the fore in discussions of the Association of National Advertisers which is planning a luncheon meeting on this subject on June 5, as part of its three-day semi-annual meeting in Chicago. The speaker is unannounced but the program states that he will talk plain facts.

A radio group meeting on Sunday evening June 3 will be the first event. Testing program effectiveness and the cost of talent are among the topics scheduled.

On June 4 a report on the association's study of advertising agency compensation will be presented by Lee H. Bristol and Albert E. Haase. Speakers at the afternoon session include Harry D. Nims, "Costly Mistakes Commonly Made by Advertisers Which Endanger the Value of Trade-Marks"; C. H. Lang, chairman, A. N. A. research council, "Danger Ahead: the Mounting Cost of Advertising and What It Means to Advertisers"; and Stuart Peabody who will discuss the importance of the Mc-

Clintock research on traffic flow. Speakers at the morning session on June 5 will be: H. G. Weaver, General Motors Corporation, who will talk on consumer research; Daniel A. Sullivan, Cannon Mills, "Fitting Your Sales Promotion Program to the Retailers' Needs," and Mills F. Hollister, Coca-Cola Company, "Brass Tacks Sales

Promotion—in Which Generalities Take the Air."

At the afternoon session, Kenneth Laird, Western Company, will talk on "Find Out How Your Goods Are Sold, Then Set Your Sales and Advertising Policies"; Paul Ryan, Shell Petroleum, "Synchronizing the Elements of Sales Promotion"; C. E. Wittmack, Oshkosh Overall Company, "How We Increased Profits 140 Per Cent by Replacing the Sales Force with Direct Mail Methods," and Franklin Bell, H. J. Heinz Company, "Teamwork Between Sales and Advertising Departments Pays Big Dividends."

Members will be the guests of the Century of Progress at a tour

of the fair on June 6.

Reynolds Metals Adds New Division

The Reynolds Metals Company, New York, has acquired The Standard Art Works, Louisville, Ky., and have consolidated the manufacturing facilities in the Reynolds' plant at Glendale, N. Y F. A. Sunderhauf, former president of Standard Art Works, will manage the newly created advertising display division of the Reynolds Metals Company.

Fitch Re-elected

Ray Fitch, of Racine, Wis., has been re-elected president of the Outdoor Advertising Association of Wisconsin. Other officers are: Joseph Mierswa, Oshkosh, vice-president; Harry J. Fitzgrald, Milwaukee, secretary-treasurer; Charles E. Hinkson, Madison, and Oscar Oberrich, Fond du Lac, directors.

New Account to Hutchins

Booth Bros. Company, Inc., Rochester, N. Y., has appointed the Hutchins Advertising Company, Inc., of that city, to direct its advertising account.

South Atlantic States Plan Advertising

Plans looking to co-ordinated activity by the South Atlantic States to advertise their tourist attractions and to attract new industries were made at Charlotte, N. C., recently at the first of a series of conferences. Representatives of five States, Virginia, North and South Carolina, Georgia and Florida, were present at the meeting. The Southern Development Board is the tentative name of the board.

Parsons Joins Lawson-Wills

C. A. Parsons, formerly with the Robert Simpson Company, Toronto, as advertising editor, has joined the sales staff of Lawson-Wills, window display advertising, Toronto.

Erwin, Wasey Appointed

The Quicook Red Lentil Company, Los Angeles, and the St. George Winery, Fresno, have placed their advertising accounts with the San Francisco office of Erwin, Wasey & Company.

75

sional that

rings, rings. ushed, ed on White

Robent as arring White redico unlegis-

which any
It is nacted ession with a ferent

N. W.
n a reth him
njamin
o when
n Lonmaster
StationLondon
r presrial in

Power,
e New
le sucor and
nancial
d vicesociate
MainC. B.
INTERS'
he ex-

adverger of hicago, arlitzer capac-

Newspaper Advertising

TOTAL of \$113,440,000 was A invested in newspaper advertising during 1933 by the 351 advertisers whose expenditures are reported in the annual survey of the Bureau of Advertising of the American Newspaper Publishers Association. In 1932 the newspaper expenditures of 357 advertisers

totaled \$121,195,000.

The Bureau analyzed the 1933 advertising expenditures of 842 companies, but its report contains the individual figures for only those companies investing \$50,000 or more in newspapers. Of these 842 companies, 184 spent little or nothing. In addition to the 351 advertisers who spent \$50,000 or more in newspapers, 307 companies spent a total of \$5,290,834 in this

Newspapers, the Bureau reports, increased their share of the advertiser's dollar from 46.4 cents in 1931 and 1932 to 48.6 cents in 1933.

The Bureau points out that figures from one year to the next are not exactly comparable, due to changes in the companies studied and in the number of figures available. Considering the figures reported for 1933 and 1932 by the same advertisers, it is shown that automobile manufacturers spent \$12,525,000 in 1933 as against \$12,220,000 in 1932. In the grocery product group, thirty-seven advertisers spent \$13,425,000 in 1933, compared with \$12,155,000 in 1932

In the toilet goods field, twenty-two advertisers spent \$5,750,000 in 1933 and \$8,440,000 in 1932; in the druggist sundries' group, thirty-six advertisers spent \$7,385,000 last year and \$8,125,000 the year previous, and twenty-five advertisers in the gasoline group for 1933 spent a total of \$10,505,000, as against a total of \$9,560,000.

Again Heads Providence Club

Laurena G. Adams, Providence Paper Company, has been re-elected president of the Women's Advertising Club of Providence, R. I. Other officers are: Elizabeth A. Noonan, vice-president; Maybelle E. Tolman, corresponding sec-retary; Helen M. Doyle, recording sec-retary; and A. Marie Davies, historian. . . .

Has Mayonnaise Account

Vogeler Bros., Inc., Newark, N. J.. Vogeler's Mayonnaise, has appointed W. I. Tracy, Inc., New York agency, to direct its advertising account. Newspapers will be used.

Izzard Appoints Goff

John B. Goff, who has conducted his own advertising agency in Tacoma, has been appointed manager of the Tacoma office of the Izzard Company, Seattle agency.

Joins Ross Federal

George Bruce has been appointed sales representative for Ross Federal Service, Inc., at Boston. He formerly was with Walter Mann.

Buys Walla Walla "Union"

The Walla Walla, Wash., Union has been bought by John H. Kelly, owner of the Walla Walla Bulletin.

Buffalo Women's Group Elects

Mrs. G. Austin Schmidt has been elected president of the Buffalo, N. Y. League of Advertising Women. Miss Marie L. MacIntire was made vice-president; Miss Gwendolyn Doughton, corresponding secretary; Miss Crae corresponding secretary; Miss Cora Geiger, recording secretary, and Miss Ethel J. McKown, treasurer.

Wright with "Scholastic"

Robert S. Wright, for the last six years with the New York advertising office of The Farmer's Wife, has joined the advertising staff of Scholartic, national high school student weekly.

Directs Cosmetic Sales

The House of Jacques, Inc., Kansas City, Mo., cosmetics, has appointed J. V. Hopkins as Pacific Coast sales manager. He formerly was sales manager of the Jones Store Company, Kansas City,

D. H. Rutherford Named

D. H. Rutherford has been appointed Pacific Coast manager for the National Home Monthly, Winnipeg, Man. He will be located in Vancouver.

WISN Acquires WHAD

WISN, Milwaukee, has purchased Station WHAD, owned and operated by Marquette University.

 $T_{\mathrm{m}}^{\mathrm{H}}$ const and t dise . throu ley I the s clarif were Natio Hugh deter This all o will g sisten appro sough is de hards "TI

> prove clarec is ir the d non-p hand gaged distri other thoron all a the fo herein

"In indust premi mium flexib pears genera use. uses o crease of bu

emplo The ing to premi

justify

1. T provis premi

Premiums Not Prohibited

National Recovery Administration Formulates Code Policy Defining Their Proper Use

THERE has been considerable misunderstanding of the place of consumer premiums in NRA codes and the Manufacturers' "Merchandise Advertising" Association, Inc., through its counsel, Charles Wesley Dunn, and others interested in the subject have been working to clarify the matter. Their efforts were rewarded last week when National Recovery Administrator Hugh S. Johnson announced the determination of a premium policy. This policy will be applicable to all codes hereafter approved and will govern modification of inconsistent provisions in codes already approved, if such modification is sought by the affected industry or is deemed necessary to correct hardships or abuses.

"The premium problem has proved a troublesome one," declared the Administrator. "There is irreconcilable conflict between the desires of certain members of non-premium industries on the one hand and members of industry engaged in the manufacture and distribution of premiums on the other hand. This matter has been thoroughly canvassed by NRA and all advisors have participated in the formulation of the final policy

"In view of the extent of the industry, the widespread use of premiums and the fact that premiums at times lend a desirable flexibility to rigid prices, it appears that there should not be a general prohibition against their use. On the other hand, certain uses of premiums may lead to increased cost of selling, deception of buyers, and other abuses which justify a careful regulation of their employment."

herein announced.

The following policies, according to this ruling, should govern premium clauses in codes:

 There should be no general provisions prohibiting the use of premiums.

2. Certain uses of premiums would constitute methods of evading trade practice provisions; for example, provisions against selling below cost and open price provisions. The proper way to prevent such evasion of any trade practice provision is careful drafting of the provision in question. For example, in a provision prohibiting selling below cost, it should be provided that all premiums should be included in the computation of cost. Similarly, in an open price provision, it should be required that all terms and conditions of sale, including premiums, must be filled.

Ways in Which Premiums May Be Prohibited

 Although there should be no general prohibition against the use of premiums, the use of premiums in the following ways may be prohibited:

a. The use of premiums in ways which involve commercial bribery

b. The use of premiums in ways which involve lottery in any form. The term "lottery" should be construed to include, but without limitation, any plan or arrangement whereby the premiums offered differ substantially in value from customer to customer of the same class, except as a result of differences in quantities purchased.

c. The use of premiums in ways which involve misrepresentation, or fraud, or deception in any form, including, but without limitation, the use of the words "free," "gift," "gratuity," or language of similar import in connection with the giving of premiums for the purpose or with the effect of misleading or deceiving customers.

d. The giving of premiums to any customers when such premiums are not offered to all customers of the same class in the trade area.

at figext are ue to tudied availes re-

by the n that turers gainst rocery adver-1933, 1932.

000 in in the ty-six last r prertisers 1933 00, as

venty-

n been N. Y. Miss viceughton, Cora Miss

st six rtising joined ic, na-

Kansas I J. V. mager. of the ty.

ointed stional le will

chased ted by Says an eminent psychologist. "The most important and puzzling factor in business depression and recovery is not money or government, but the psychology of the masses. The fear or confidence—the willingness or unwillingness of millions of people."

What a convincing reason for the value, indeed necessity, of advertising in present-day business! Who can prove that a million dollars well spent for good advertising to mold public opinion might not do as much for recovery as a billion spent to make loafing profitable?

And how true that is in the matter of selling advertising media and services! How easy in that field to prove the point, to overpower with fact, to win the argument—but to lose the sale!

It is much more difficult to "prove" to a prospective client that an agency affords expert copy service than to influence him to accept the impression. Whole books of figures and charts have difficulty in offsetforce power

Accep

And that's accep vice w adver Alert.

Nowlimpor busine you in to be as you tive a

It doe busine

report

ting an impression that a circulation is forced, or that an audience is of low buying power, or that a publication is not read.

Acceptance produces more business than conviction any time.

And in the field of national advertising, that's PRINTERS' INK'S job. Building acceptance for advertising media and service with the men who count in the national advertising market,—the Merchandisingly Alert.

Nowhere else is there available so large and important a group of merchandising minded business men—a statement easily proven to you in facts and figures if you are willing to be convinced. But probably right now—as you read this—your own personal relative acceptance of that statement carries more weight with you than all the A.B.C. reports ever printed.

It doesn't sound reasonable—not like good business—does it? But it's true.

nost ness or the

ngle."

inentlion to uch ake

elllow to

o a ords nim of

set-

President Expects to Talk at A.F.A. Meeting

He Is Scheduled as Dinner Speaker June 19

IF President Roosevelt can find it possible to do so, he is going to address the convention of the Advertising Federation of America which will be held at the Hotel Pennsylvania, New York, from June 17 to 20. His plans call for his passing through New York on the night of the banquet, June 19, en route to boarding a cruiser for his trip to Honolulu and he has expressed a desire to address the convention but has withheld definite promise until he can be more

certain of his schedule.

The program for the general meetings and the sessions of eighteen departmentals is rapidly nearing completion. Outstanding among the events will be an advertising clinic on the afternoon of June 20 in which twelve spokesmen of business will be interviewed by John B. Kennedy concerning the part which advertising plays in their industries. The object of this clinic is to present an interesting cross-section of the various uses and constructive results of advertising.

Manuscripts for this clinic, which has been worked out by Charles E. Murphy, program chairman, and Roy Dickinson, vice-chairman, are already in and Mr. Kennedy and his collaborators are putting them into question-and-answer form for a session which will be broadcast over a national radio hook-up.

Those who will participate include: L. G. Peed, general sales manager, DeSoto Motor Corp.; G. R. Schaeffer, Marshall Field & Co.; John A. Smith, Jr., Frank E. Davis Fish Co.; Miss Aubyn Chinn, American Home Economics Association; Mary Murphy, Ernst Kern Store, Detroit; T. K. Quinn, vice-president, General Electric Co.; James L. Madden, vice-president, Metropolitan Life; Herbert J. Tily, president, Strawbridge & Clothier,

Philadelphia; Allyn B. McIntire, vice-president, Pepperell Mfg. Co.; L. R. Boulware, general sales manager, Easy Washing Machine Corp.; Stuart Peabody, vicepresident, Borden Sales Co., and Robert W. Fox, Bowery Savings Bank.

At the general session opening the convention on June 18, speakers will be Edgar Kobak, A.F.A. president; Mrs. Anna Steese Richardson, Woman's Home Companion, "What Three Million Women Have Taught Me About Advertising," and C. M. Chester, president, General Foods Corporation, "Responsibilities of Management."

H. V. Kaltenborn, radio commentator, is the only other speaker who will address the annual banwhich, should President Roosevelt be unable to attend, will be addressed by Henry A. Wallace, Secretary of Agriculture, who is now scheduled as the principal speaker at the general luncheon on

Programs and activities planned by various departmentals which will participate follow:

Newspaper Advertising Executives Association

June 18, morning: Alvin R. Magee, Louisville Courier-Journal and Times, presiding: L. Leonard Heuslin, advertis-

presiding; L. Leonard Heuslin, advertising manager, John David, New York; Roy S. Durstine, vice-president and general manager, Batten, Barton, Durstine & Osborn, "Newspaper Advertising," and Ruth Waldo, J. Walter Thompson Co., "The Agency Selects Newspapers," June 19, morning: William A. Thomson, Bureau of Advertising, A.N.P.A., "Plows and Harrows"; C. Norman Stabler, New York Herald Tribune. "What the Securities Regulation Bill May Mean to Newspapers" Financial Advertising," and J. A. Finneran, New York American, "The Importance of Proper Censorship in Building Classified Linage."

Afternoon: Paul E. Hollister, executive vice-president, R. H. Macy & Co., "Opportunities That Newspapers Miss in Developing Newspaper Advertising." He will be followed by a symposium on the

May topic, ment Volu

Jus open meeti Four Spe clude ing U WIN tin C preser advert Jun advert Howle

Hettir

vertisi

nent

Witme

"Are You I "Solvi

the No Inc A jo Associ be in the bu second. Graw-1 cial er uation; Lewis ville, a durable to disc fourth, Rickar types (fective

Outd At 1 nounce McClin perfect tising preside Allyn perell sion.

June Nationa the Mo Record, through W. Spi from th Prese

tion's b

Pu

tire. Co.; sales hine

vice-

and

ings z the kers

ores-

tichpan-

men rtisdent. "Re-12

comaker

ban-

ident

will lace, io is cipal n on

nned

hich tives

lagee,

imcs. York; gen-

rstine sing. npson pers."

P.A., rman

bune

Bill

New e of sified execu-Co.,

iss in

n the

topic, "The Tendency of the Govern-ment to Reduce Newspaper Advertising Volume."

National Association of Broadcasters

June 19. In the morning there will be an open meeting with members of the Four A's and the A.N.A.; at noon a luncheon meeting with the radio committee of the Four A's.

Four A's.

Speakers at the morning session include: James W. Baldwin, "Standardizing Units of Sale and Rate Practices
Under the Code"; Walter J. Damm,
WTMJ, "Studying Listener Habits,"
discussion following to be led by Martin Campbell; Roy Harlow, Yankee Network, who will discuss suggested stand-ard forms for local contracts and the

ard forms for local contracts and the present trend of station relations with advertising agencies.

June 20, morning: F. D. Bowman, advertising manager, Carborundum Co., "Making a Program Work"; H. C. Howlett, WHK, "Station Merchandising and the Radio Program"; Dr. H. S. Hettinger, "The Market for Radio Advertising"; Leslie Fox, WSM, "Pertinent Problems in Radio Sales"; Roy Witmer, NBC, "Studio Audiences, Yes or No?"; H. K. Carpenter, WPTF, "Are You Making a Profit and How Do You Know?" and John Patt, WGAR, "Solving Relations of the Station and the Network." the Network."

Industrial Advertising Group

A joint session of the Associated Business Papers and the Technical Publicity Association has been arranged. This will Association has been arranged. This will be in four parts; first, a projection of the business picture by Dr. Lionel Edie; second, Willard T. Chevalier, of McGraw-Hill, will follow through with special emphasis on the capital goods situation; third, it is anticipated that Lewis H. Brown, president, Johns-Manville, and chairman of the Government's durable goods committee will be receased. vine, and chairman of the Government's durable goods committee, will be present to discuss this committee's work, and fourth, William L. Rickard, president, Rickard & Co., who will discuss those types of promotional technique most effective in the present situation. fective in the present situation.

Outdoor Advertising Association

At this group's session official announcement will be made by Dr. Miller McClintock of a method that has been perfected for evaluating outdoor advertising circulation. William C. D'Arcy, president, D'Arcy Advertising Co., and Allyn B. McIntire, vice-president, Pepperell Mfg. Co., will address this session.

Public Utilities Advertising Association

June 19, morning: Miss Pattie Field, National Broadcasting Co., "How to Get the Most for Your Radio Advertising Dollar"; Floyd W. Parsons, Gas Age-Record, "Building Public Confidence through Utility Advertising"; Carleton W. Spier, "Public Utility Advertising from the Viewpoint of the Copy Writer."

Presentation of awards in the associa-

Presentation of awards in the association's better copy contest will be made in the afternoon, followed by a symposium on specific problems of the industry.

Motion Picture Group

Films will be shown and talks will be made by W. A. Phelps, advertising manager, Certain-teed Products Corp.; C. H. Lang, director of publicity, General Electric Co.; Leonard Ormerod, merchandising executive, Philadelphia Electric Co.; Laurance R. Hills, general director of sales training, Rex Cole, Inc.; Arthur L. May, traffic manager, American Airways, Inc.

International Circulation Managers Association

More than thirty speakers are sched-uled to discuss various phases of news-paper circulation work. Sessions will be held June 19, 20 and 21.

Promotion and Research Managers Association

June 19: Speakers and their subjects will be Paul Hollister, executive vice-president, R. H. Macy & Company, talkpresident, R. H. Macy & Company, talking on newspaper promotion as it affects the retail advertiser; Dr. Stuart A. Rice, assistant director of the Bureau of the Census, Ben Duffy, vice-president, Batten, Bartof, Durstine & Osborn, speaking on newspaper promotion as it affects the advertising agency, and T. S. Marshall, advertising manager, Shell Eastern Petroleum Products, Inc., speaking on newspaper promotion as it affects the national advertiser.

A series of discussions on the mornings of June 18 and 20 will be held pertaining to newspaper and promotion work. L. E. McGivena, New York Daily News, will address a luncheon meeting on June 19.

Direct Mail Advertising Association

E. L. Wight, president, who is adver-sing manager of the United States tising manager of the United States Envelope Co., will preside. On June 19 there will be a series of ten minute talks on the general subject of "Can direct mail be used to improve results?" from as follows: Newspaper advertising, Leo McGivena, New York Daily
Neus; magazine advertising, speaker to
be announced; radio advertising, D.
Coulter, N. W. Ayer & Son; outdoor
advertising, Leonard Dreyfuss, United
Advertising Coronal Advertising Corp.; car card advertising, Al Freden, Collier Service Corp. Similarly a series of ten minute talks will answer "What are the advantages

of having direct mail prepared by . of having direct mail prepared by . ."
(1), the advertiser's own department,
James Mangan, Mills Novelty Co.; (2)
the direct mail agency, L. J. Raymond,
Dickie-Raymond, Inc.; (3) the general
agency, Robert Tinsman, Federal Advertising Agency, and (4) the printer,
L. J. Frazier, Island Printer.
L. J. Frazier, Island Printer.
June 19, afternoon: The five most
important ways in which direct mail can
be used will be discussed by Norman
Kimball, Martin Cantine Co., representing the national advertiser; C. I.

ing the national advertiser; C. J. Whipple, Hibbard, Spencer, Bartlett Co., representing the wholesaler; Paul

Hollister, R. H. Macy & Co., represent-ing the retailer, and H. A. Lyons, Bankers Trust Co., representing the bank

Walter E. Thwing, C. Washington Chabot, of the Robert E. Ramsay Organization and Arthur Brown, Nation's Business, will answer the questions, "What per cent of inquiries should one get?" and "What should inquiries cost?"

Program details are worked out for three sessions sponsored by the sales promotion division of the National Retail Dry Goods Association. The Manufacturers "Merchandise Advertising" Association will hold its annual meeting. Its general counsel, Charles Wesley Dunn, will speak on "Premium Advertising Control Under the Recovery Legislation," and Andrew M. Howe, associate editor, PRINTERS' INK, will discuss "How to Determine When to Use Premiums."

A departmental program for sales executives is being developed by Allen Zoll and I. S. Randall, of the New York Sales Executives Club and sessions also will be held by the American Community Advertising Association; by a group of executives, led by Harry Tipper, who will sponsor a conference on international trade. A conference on advertising research is also being planned as another feature on the program.

Heads Worcester Club

Edward P. Jennison has been elected president of the Worcester, Mass., Advertising Club. Other officers elected are: Vice-president, C. Jerry Spaulding; second vice-president, Paul F. Goward; secretary, George H. Snaunburgh; treasurer, Leslie B. Goff. Directors elected are: Lewis A. Hastings, Charles H. Townshend, Walter Dearden, Edmund L. Sanders and Harry I. Spencer.

Appoint Cramer-Tobias

The advertising accounts of the fol-The advertising accounts of the following have been placed with the Cramer-Tobias Company, New York advertising agency: Devon Bakeries, Inc. New York, Melba Toast, Devonettes and Cocktelets canape wafers; Kitty Kelly Shoe Stores, with seventeen stores in New York, New Jersey and Philadelphia; and David McCosker, Inc., New York, outfitter to the Sisterhood.

Do You Operate a Premium Department?

If so we can-

- 1. Save you money.
- 2. Relieve you of many expensive details.
- 3. Give your customers a much wider range of articles from which to select.
- 4. Ship instantly on receipt of orders.

At the same time you retain your individuality in every detail, the same as now.

What Our Clients Think of Our Service

"By saving us the expense of maintaining complete warehouse stocks of all premiums listed in our catalog, and by eliminating a large amount of detail office work otherwise necessary for us here at our plant in maintaining a premium department of our own, you have more than justified the cost of this service.

The above quotation is from a letter written and signed by the Advertising Manager of one of the World's Largest Manufacturing Concerns. A factimile copy of the original will be mailed on request. We have served them continuously for over 16 years.

FREE BOOKLETS-Booklets covering every phase of premium advertis- Approved by N.R.A. ing, will be mailed on request. They tell how to reach: Consumers, Dealers, Clerks and Salemen. Sample premium catalogs, used by national distributors and wholesale grocers, also will be sent if desired. No obligation attached to such a request, but it must be on letterhead showing nature



THE PREMIUM SERVICE CO., Inc., 11 West 18th St., New York City E. W. PORTER, President

my fa wicked cigar, treme1 As I hour h ing su barn w still gl that, fe experie the top the thi ning, realizin along

the sec It's an Custom And

> Revolu little.

mother

George but ex constan things nists co they qu with hi If they could d as they be a go would s English national regular a pleas village, in our annual Wales.

naive de tell a m a lady, immedia drink on you wil little old order.

Bill are

being wa I wou

Sin—and Advertising

(Continued from page 10)

my father that it was not only wicked to inhale the smoke of a cigar, but that it was also extremely detrimental to the health. As I remember it, less than an hour had elapsed before I was lying supine on the grass behind the barn with one of my father's cigars still glowing in my hand. The fact that, for twenty-five minutes, I had experienced what was practically the top in nausea did not diminish the thrill which I had felt in sinning, nor the exhilaration of realizing that I had at last shared, along with Eve, my lamented mother, the privilege of knowing the secret of good and evil.

It's an Old American Custom

And the origin of the American Revolution, if you will study it a little, was, quite simply, that George the Third—a well-meaning but extremely stupid man-was constantly making lists of little things which the American colonists could not do. In good time they quite naturally became fed-up with his prohibitions and taboos. If they had been told that they could do and behave pretty much as they pleased it would, I think, be a good ten to one bet that we would still today be a law-abiding English colony, with a balanced national budget to solace us, a regular diet of mutton and sprouts, a pleasant cricket field in every village, a dish of hot tea usually in our hands, and enjoying an annual visit from the Prince of Wales.

The authors of the Copeland Bill are nursing another singularly naive delusion-namely, that if you tell a man that a drink, a food, or a lady, is absolutely pure, he will immediately want to buy, eat, drink or marry it. But that, as you will know when you are a little older, is a fallacy of the first order. No right-minded human being wahts to be too pure. I would call to Senator Copeland's attention the case of the purest of all advertised products. (I think there can be no harm in my saying here, entre nous, behind closed doors, and away from the microphone, that I am speaking of Ivory soap.) He should remember that the manufacturers of that soap took great pains to point out that only 99 per cent of it was pure. To me, the really intriguing thing about Ivory soap has always been that one per cent of impurity.

Mr. Procter, the more virtuous of the two parents of it, was probably determined to make the soap 100 per cent pure. But Mr. Gamble, a better salesman and much more a man of the world, held out for only 99 per cent. But if the two partners had known the American people as well as you and I know them, they would have insisted on as high as a 10 per cent impurity, and then gone on to explain that that 10 per cent impurity was made up of apricot brandy, Astrakhan caviar, paté de fois gras and absinthe. If they had done that, they would today have the entire American soap market absolutely at their mercy.

Carrots, Spinach and Buttermilk-Ugh!

And it is the same with the food we eat. You have only to tell a man that a food is pure and that it is good for him, and you will sicken him of it instantly. Show any sensible man a carrot, a plate of spinach, a glass of buttermilk and some Swedish bread, and tell him that that is his dinner, and he will tell you that he would rather eat no dinner at all. But if you gentlemen had not eaten your dinner tonight and I were now to show you a lobster salad, a dish of hot biscuits, a Welsh rarebit, a cup of coffee and a good cigarall of them extremely detrimental to the health-where would your manhood be then?

We must remember that most American women lead rather mo-

83

934

n," ate uss Jse

for ped of ves

eld Adoup lip-

nce feris ther

fol-

Inc., and Kelly s in adel-New

t?

cles

y in

iums otherf our

N.R.A.

City

notonous and humdrum lives, particularly the housewives in whose supposed behalf this bill has primarily been drafted. Their life is a drab affair at best; washing, cooking, cleaning, tending children, making beds, sewing, ironing and waiting for a dreary husband to return from a dreary office. Such women need romance. They crave glamour and color. They must nurse the thought that they may still be beautiful and happy and capable of generating the fire of love; that when they meet Clark Gable at Mrs. Vanderbilt's dance, they will be able, because they have put exactly the right perfume in their hair, to exact from him a complete and immediate surrender. They do not want to be Abigail Adams, or Priscilla Alden, or even Mrs. Franklin D. Roosevelt. Actually, the older of them want to be Mae West; the younger of them would like to be Jean Har-

Advertising Pages Spell Romance

And those enchanting dreams and illusions of theirs are all built up for them by the advertising pages of our magazines. Those pages spell romance to their hearts. They are aesthetic experiences to them, the magical carpets on which they may ride out to love, the secret gardens into which they wander in order to escape the monotony of their work-a-day world and the banality of their well-meaning husbands.

After a single hour's reading of the advertising pages, 10,000,000 American housewives, salesgirls, telephone operators, typists, bookkeepers and factory workers daily see themselves as femmes fatales, as Cleopatra, as Helen of Troy, or even as Ninon de L'Enclos, who, at seventy-five, was still deriving a girlish ecstasy from her love affairs.

Senator Copeland may not remember that Josef Stalin tried very much this same experiment! That Stalin, after taking cosmetics and beauty preparations away from the women of Russia, found that the resultant loss of interest in

their work—the impairment of their efficiency even—had been so great that one of the growing industries in Russia today is the manufacture of beauty preparations, presided over by a Kommisar of Beauty and Cosmetics.

For romance, to women, is very often only another name for morale. The American woman feels that she can be a better wife. a better worker, if she can only believe that glamour is to be her lot. She wants to nourish the illusion that, with the right kind of face cream, or mouth wash, and a little aid from the beauticians, she will become a creature whom Dante would have loved and Cassanova would have died for-with a skin like a May morning, hair like a golden mist and a form that will dazzle all men and antagonize all women, including the Scandinavian! All these things does a woman sigh for. And, miraculously enough, as you and I know, all these things can she have-and have them very inexpensively, from the shelves of Liggett's.

And there is the other point; that women, and men, too, for that matter—rather like to be fooled. They seldom really mind being deceived, particularly in such a pleasant way. Speaking for myself alone, I may say that on the several occasions when women have deceived me, my reaction has never been to kill them, or go off in a towering rage, or even to sulk in the corner, but to ask them, quite politely, to forget the incident entirely and to begin deceiving me all over again.

Must We Muzzle Society Endorsers?

And I have also been wondering, in this connection, whether the lawmakers are determined to prevent that noble army of society women, who write such pleasant endorsements for the advertisers, from plying their pleasant and remunerative trade? Will they say to Mrs. Reginald C. Vanderbilt, Miss Anne Morgan, Mrs. Robert McAdoo and Mrs. Allen A. Ryan, Jr., "It matters not what beds you like to sleep in, what cigarettes

you sm use, wh shall, fi

tising p

ever mi

an excit

this wor

tisement

I hav

age An greatly age and ing whe it in its innocent I supp to join majority turn out heart: 1 upon tak from the that Pro fully fo Senator But I in its ar Harrima and I m has been editor to a table v in the I and to n distance,

New Eng Advertise Roy H. Shawmut ident of the sociation of Other address, Re-Bank; Sta Company; chants Nat I. Hewitt, pany; treas Savings Bs Directors addition of clude Char

lady frie

New Add
The Alle
pany, 20 V
Charles
representati
Mann Publ
cated at 44
cisco.

shire.

Mark A. John H. Joseph F. 934

of

50

in-

the

ra-

m-

ery

for

ife,

be-

lot.

ion

ace

ttle

vill

nte

ova

kin

a

vill

all

na-

VO-

sly

all

ind

om

nt:

hat

ed.

ing

a IV-

the

nas

off

ulk

m.

ci-

iv-

ng.

the

reety ant

TS.

re-

ay

ilt.

ert

an,

ou

tes

you smoke, what face cream you use, what car you ride in, you shall, from now on, in the advertising pages at least remain forever mute, silent and inglorious."

I have tried to show you what an exciting and fascinating realm this world of the magazine advertisements has become, to the average American woman and how greatly it contributes to her courage and morale, and I am wondering whether Washington will find it in its heart to shatter so much innocent glamour and romance.

I suppose that all we can do is to join together in praying that a majority of our Congressmen will turn out to be human beings at heart; that they will not insist upon taking what this bill calls sin from the mouths of the poor, and that Professor Tugwell will mercifully forget that he is Rex and Senator Copeland that he is Royal.

But I see that my microphone, in its anxiety to hear Mr. H. I. Harriman, is champing at its bit, and I must close by saying that it has been a privilege for a mere editor to sit, as a social equal, at a table with so many high-priests in the hierarchy of advertising; and to meet, even at so discreet a distance, their wives and current lady friends.

New England Financial Advertisers Elect

Roy H. Booth, Jr., of the National Shawnut Bank, has been elected president of the Financial Advertisers' Association of New England.

Other new officers are: Vice-presidents, Rex Crandall, Webster & Atlas Bank; Stanley E. Clark, Estabrook & Company; Edward F. Messinger, Merchants National Bank; secretary, Henry I. Hewitt, J. & W. Seligman & Company; treasurer, Lindley S. Bond, Home Sayings Bank.

Directors were re-elected with the addition of Ralph M. Eastman and include Charles W. Earle, L. W. Munro, Mark A. Hanna, Frank L. Torney, John H. Wells, Gilbert E. Woods, Joseph F. Moriarty and George Wilshire.

New Addresses

The Allen C. Smith Advertising Company, 20 West 9th Street, Kansas City. Charles H. Woolley, Pacific Coast representative of the Case-Shepperd-Mann Publishing Corporation, now located at 444 Market Street, San Francisco.

SALESMEN

Experienced advertising display salesmen to sell Master-Metal merchandise cards, hangers, counter cards, die cut letter and special cut-out displays. Good commissions. Excellent opportunity to make big money with old established company. Write for details of selling plan. Give complete information about yourself in first letter.

Display Department

REYNOLDS METALS CO.

19 Roctor Street, New York, N. Y

Salesman Contact Man Account Executive

An agency notably successful in Fashion Merchandise, now expanding into other fields, can use the services of a young man with valuable contacts and unquestionable ability to get new business.

The right man will be directly in line for a key position as one of the principals in a fast growing agency.

Should he now control business, though this is not essential, he may retain the net profits and, if he chooses, continue to contact this business.

Past history is of no interest to us. We want a man who is on the way up, NOW.

Address "C," Box 215, Printers' Ink.

SALARY CUTS •

make it necessary for highly trained industrial copy and layout man to seek additional income through spare time work. Is also cartoonist. Opportunity for publisher, manufacturer, agency whose present volume does not warrant full staff to secure expert service resonably. Write "A," Box 213, P. I.

PRINTERS' INK

A JOURNAL FOR ADVERTISERS Founded 1888 by George P. Rewell John Irving Romer, Editor and President 1988—1932

PRINTERS' INK PUBLISHING CO., INC. 185 MADISON AVENUE, NEW YORK

ROY DICKINSON, President
DOUGLAS TAYLOR, Vice - President
R. W. LAWRENCE, Secretary
DAVID MARCUS, Treasurer

Chicago Office: 6 North Michigan Avenue, Gova Comerion, Manager.
Atlants Office: 87 Walton Street, Geo. M. Kohn, Manager.
St. Louis Office: 915 Olive Street, A. D. McKinner, Manager.
Pacific Coast: M. C. Mogensen, Manager. San Francisco, Los Augeles, Seattle, Portland. Issued Thursdays. Three dollars a year, \$1.50 or six months. Ten cents a copy. Canada \$4 plus duty \$2.60 a year. Foreign \$5 a year. Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Chassified, 75 cents a line, minimum order \$3.75.

G. A. NICHOLS, Editor
C. B. LARRABBE, Managing Editor
R. W. PALMER, Associate Editor
ANDREW M. HOWE, Associate Editor
BERNARD A. GRIMES, News Editor

H. W. Marks Arthur H. Little Eldridge Peterson S. E. Leith Joel Lewis

> Chicago: P. H. Erbes, Jr. London: McDonough Russell

NEW YORK, MAY 31, 1934

Facts and Emotions agents' convention in Washington last week, facts as against emotions came in for much discussion.

representing organized consumers would mention books by lady professors reporting studies on advertisements of textiles, stockings, clothing and the like. Words such as "stylish," "smart," "adorable," "subtle," "youthful," and "charming" were used; and the point was made by more than one feminine speaker that more facts and less emotion would be helpful in advertising copy now.

The modern young woman, it was said, is far more interested in such facts as tensile strength in fabrics than she is in appeals to romance, emotion and vanity. Yet we must admit that many a girl, after she has been spending an hour or so in the class studying tensile strength,

will stop in the drug store for some cosmetics on the way to a date where the tensile strength she is most interested in is the right arm of her boy friend along some sweet-scented road where the whippoorwills sing.

The mail-order catalogs were mentioned as factual examples of advertising which could be studied with profit by advertising agents and it would seem to us that there is much sense in the suggestion. Yet there is a happy middle ground. A careful examination of the mailorder catalogs shows that pure silk chiffon stockings are advertised in such words as "of fine gauge, glove fitting beauty"; that the copy describes the stretchy tops, clinging at the ankle, the colors-but also that the stockings are shown on the legs of most attractive looking females.

It may be that advertisements are so limited in the information they now supply that they are not a dependable guide for the wise selection of most merchandise. Nevertheless, a more careful study of how the mail-order concerns secure a happy medium between facts and emotion would be worth while.

The catalog can't talk back. It is the sole selling representative of the house. The men who write catalogs have, over the years, learned by careful study and experience that a double-barreled argument combining a complete description of the material with an illustration of it in use, has been a winning combination. But no one who studies them can fairly make the statement that emotion is entirely absent from their pages.

The ladies in the recent issues of these standard works of selling strategy emanating from Sears and Ward are just as alluring as those in the pages of newspapers and magazines.

Let us have more facts in advertising by all means and more dependable no use f by cutti emotion.

motion.

The si
full well
sin in a
Crownin
trays els
knows th
deal with
female a
it is, and
lady or
have it.

And the tising she Or that, not gone rose patt D'Arcy's page 32.

Anot

still. We dustrially, allowance son, the s as active a of recent

But the stylist and tree and o is announthe industricanceled. just nature business b

With a trigged o swatter bu Deal than

Involved least two One is that too far alo with other mately the and gover other is the 934

ine

is

rm

et-

01-

ere of

ied

nts

еге

on.

nd.

ail-

silk

in

ge,

ppy

ing

lso

on

ing

ents

ion

not

vise

ise.

udv

rns

een

orth

It

of

ata-

ned

nce

ient

tion

tion

ing

dies

ent

rom

sues

ling

and

ose

and

ver-

de-

pendable descriptions. But there is no use flying in the face of nature by cutting out all romance and

The successful advertiser knows full well that there is a little bit of sin in all of us, as Editor Frank Crowninshield so forcefully portrays elsewhere in this issue. He knows that he must understand and deal with human nature, male and female alike—human nature just as it is, and not as some Puritanical lady or gentleman would like to have it.

And this is not saying that advertising should not be decent, either. Or that, in many instances, it has not gone too far along the primrose path. Note: Read W. C. D'Arcy's remarks, beginning on page 32.

Another Crisis

The fly-swatter situation is practically at a standstill. We speak of the situation industrially. In the home, with certain allowances for the backward season, the swatter itself is virtually as active as it has been in any May of recent years.

But the swatter-making industry, stylist and all, is up a co-operative tree and out on a limb. Officially, it is announced in Washington that the industry's code hearing has been canceled. And that announcement just naturally throws the whole business back to where it was under rugged individualism.

With all other industries all trigged out in regulations, the swatter business has no more New Deal than a fly has feathers.

Involved in the matter are at least two first-magnitude morals. One is that when government goes too far along the road of muddling with other people's problems, ultimately the strain becomes too great and government collapses. The other is that when any principle, however well-meaning, is carried

beyond the limits of common sense, it always makes a fool of itself.

Meanwhile, the swatter-makers ask, and justly: Who's to protect us now? Who's to shield us against the competitive inroads of flypaper and fly-screen and cockroach powder? We don't advertise; but if we, unrecognized as we are, were to go on the air, who would there be to tell us what we must not say?

Meanwhile, too, an industry marks time. From sources that we cannot reveal, but sources that we consider reliable, we learn that for the season of 1934, the swatter industry had planned two inspiring projects, both concerned with swatter-improvement.

One of these changes contemplated a re-balancing, to the end of perfecting the swatter's back-hand stroke. The other, suggested by the fact that many a fly escapes because he hears the swatter's oncoming swish—the other proposed to apply the principle of streamlining.

Is progress to stagnate? Are the founts of invention and of enterprise to go dry?

General Johnson, re-open the case! Let it not be said that, through you, swatter-making degenerated to extinction, and fly-swatting lost itself among the lost arts of the ages.

Researchers in Hats

Knox, the Hatter, who hung out his shingle on Fulton

Street in New York nearly a century ago, used to make hats backwards. Instead of making a \$5 hat, he set out, on each project, to see how fine a hat he could produce. Then he figured up what it had cost—and set the price.

Today, through a research group, the hatters' industry has set out to determine whether Knox, the pioneer, wasn't right, after all. Headed by John Cavanagh, the hat industry's dean, the researchers, underwritten by the present-day Knox and by Byron, Dunlap, Crofut & Knapp, Cavanagh, Dobbs, and Hodshon-Berg, have settled to the task of finding out how to make hats better.

Says Researcher-Manufacturer Cavanagh: "Although there has been constant improvement in hatmaking, I am convinced that no one has yet succeeded in making the perfect hat; and I believe that through the research corporation a new road to further progress is opened before us."

Of course, the obvious parallel is the automotive industry in which field tests and racing and, more recently consumer research, have contributed immeasurably to technical improvement and better selling. It would be interesting to visualize a hat-makers' proving ground, alive with hat-wearers and hat-wearers' observers, all scientifically engaged in recording such factors as speed, durability, and staying-on qualities in high winds.

But these hat savants are deadly serious. And they merit commendation for rationalizing a great and essential business.

Roosevelt on Advertising "Gentlemen, the President of the United States."

In June, the Chief Executive expects to journey from Washington to New York to address the Advertising Federation of America.

What he will say to advertisers about advertising will bear special significance.

From within the President's Administration and from without, advertising has been under attack. On his own, he has devoted to it less public attention than he has given to other subjects and other problems that, since March 4, 1933, have confronted him.

Yet he cannot but realize, and keenly, that ultimately two powerful voices—the voice of Roosevelt and the voice of business-must

He cannot have failed to hear the onslaughts of advertising's critics. He cannot have failed to hear the answers of its defenders. He cannot have failed to formulate his own opinions.

When he rises before the advertising federation he will look upon the most attentive audience he has confronted in many months.

For there are business men who want to know whether advertising is to be permitted to perform its economic function decently, or whether, however decent be its conduct, it is to be harassed by opinionated bureaucrats.

Prizes for the Worst even before the resultant argument wholly subsides, we are confronted by another contest in literature—this one, as you might say, in reverse English.

Dr. George W. Coleman, former head of the Associated Advertising Clubs of the World—a job in which he devoted himself to the task of making advertising honest—and now president of the Babson Institute, is to reward the Babson man who, in current advertising (publication, radio, or otherwise) discovers the advertisement that, in the opinion of a board of judges, is the most objectionable.

If we were to offer a suggestion, it would be that Dr. Coleman announce a reward, also, for the most objectionable advertiser. Without any extra incentive at all, the advertising outlaws are doing pretty well. But spurred on by the thought of winning special prizes in banditry and bad taste, the boys would outdo themselves. Thus might be added something to the gaiety of the nations; for their inspired efforts would be something to look at—and laugh.

Liv 25,

May 31

*He is munity he hea employ With and cl

Inner aggreg ing po He is a that ye for — a what h

favori Rotaria Advert ket—at per pa sure-fir Luxur

Produc

*He is

F

1, 1934

-must

ar the critics. ar the e cante his adverupon ne has n who vertisrform ly, or

be its ed by

tzer

been

and

ument

ronted

ture-

in re-

ormer tising

ob in

o the

nonest

abson

abson

tising

wise)

at, in

udges,

estion.

n an-

most

ithout

e adpretty ought

banwould

ht be ty of d ef-

look

62 per cent OF HI

Lives in a town of 25,000 population and under *He is a leader in the community-a key man. Usually he heads his own company, employs ten or more people.

With his business friends and club cronies he is the Inner Circle, which in the aggregate is the best buying power in America.

He is a quality buyer, knows that you get what you pay for-and he pays cash for what he gets.

*He is a Rotarian, and his favorite magazine is The Rotarian.

Advertise to this cream market-at the low cost of \$3.30 per page per thousand. It's sure-fire for an Automobile, Luxury, or Thin Market Product.



automobiles in their businesses. purchase office

equipment and supplies.

A line to The Rotarian, 211 W. Wacker Drive, Chicago, will bring a brief, fact-ful story to your desk.

The ROTARIAN 81% of The Rotarian's readers are in towns MAGAZINE of 100,000 and under.

The Little Schoolmaster's Classroom

A NOVEL idea incorporated in the new package designed for Cat's Paw rubber heels is the use of the back of the package for a regular shoe repairer's tag—punched, numbered and in two colors. Inasmuch as shoe repairers have to buy these tags, this idea means a saving to them and, of course, builds their good-will for the product.

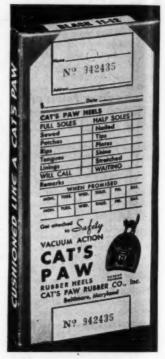
This repair tag lists the various repairs that shoes are subject to and has spaces for checking the date the shoes are to be ready and for the name and address of the customer. The lower half, or stub, is used to advertise Cat's Paw heels.

Twenty years ago the Cat's Paw black cat was a well-known rubber heel trade-mark. Recently, when a Baltimore rubber heel manufacturer bought out the old Cat's Paw business, it was decided that a radically new rubber heel design would need an entirely different type of packaging. Specifications called for a knock-down box so that quantities could be stored flat without taking up a lot of valuable stockroom space; it had to be novel, of good display value and yet within a certain cost basis.

The box illustrated herewith answers all of these specifications—with the retailer's tag idea as an "extra" feature. Packaging the heels side by side, instead of on top of each other the usual way, greatly adds to the display value of the box and allows a striking prominence for the Cat's Paw name and black cat trade-mark.

Shoe repairers like to fill their windows with various items and the new package gives them an item that has a lot of advertising value and affords an opportunity for good window treatment. The boxes are made of a fine grade of patent-finish board, highly varnished, and printed in black and red.

Shoe repairers have given their



approval to the new package, reports the Cat's Paw Rubber Company, by keeping the factory working day and night on three shifts to meet demand.

Members of the Class from time to time have asked why it is that more sampling isn't done among studio audiences. The idea has taken hold with the Continental Baking Company. Its programs are broadcast every Tuesday from the Hotel Lexington.

Samples of the sponsor's Hostess

H

★GEN Pres. a compacialty been u 50, ale availab siring

*ADVI age 38 persons with le MANUF trade. I Activel plans. DOUBLE

*Accordance
Abv. 1
4-A appleading
Mgr.
Strong
builder
\$12,00
low as

*ART tion, and shops Versati Earned around

W A

He Talks Your Language!



WALTER A. LOWEN Placement Specialist

*GEN. SALES MGR.-Formerly Vice Pres. and President of highly successful companies in the FOOD and DRUG specialty fields. His business career has been unusual and brilliant. Well under 50, alert and vigorous, his services are available to an agency or advertiser desiring an executive of experience and SOUND JUDGMENT. Salary open.

*ADVERTISING MGR.—College Grad., age 38, excellent appearance, forceful personality. Now and for past 15 yrs. with leading nationally advertised FOOD MANUFACTURER selling direct to retail trade. Has risen from Asst. to Adv. Mgr. Actively directed hundreds of sales plans. Asks around \$6,000-worth DOUBLE. Very highly recommended.

*ACCOUNT EXEC. OR PUBLICATION Apv. Mcr.-7 years with well-known 4-A agency followed by 9 years with leading class publica'n as Adv. & Sales Mgr. Notable record as PRODUCER. Strong on IDEAS. Powerful goodwill builder. College Grad., age 40. Earned \$12,000; will consider changing for as low as \$9,000 for the RIGHT opport'y.

Com-

work-

shifts

time

. that

mong

has

ental

rams from

stess

*ART DIRECTOR—Excellent art education, age 38. 15 years with 3 large 4-A shops on important national accounts. Versatile idea man, strongly creative. Earned \$12,000. Now available for around half. An outstanding BUY.

FROM the top drawer of New York's most carefully selected file of applicants for Advertising and Sales Executive Positions, the following men are recommended to the employer on the alert to strengthen his organization now or in the near future. Drop me a line or phone and at no obligation to you, I'll gladly supply further confidential details or, if you wish, arrange for interviews.

*"ONE MAN AGENCY"-An executive with a world of experience with two agencies, a mfr., and publisher. Knows ALL BRANCHES of the business. Successful as Business Getter, Plan & Copy Writer. Ideal as right hand to busy principal of large organization. Fine appearance & personality. Age 38, University Grad. Salary Open.

*RADIO DEPT. DIRECTOR-Strong production experience with two large 4-A's lifting their depts. to front rank. Responsible for many notable radio successes. Thorough stage & musical background. Shrewd buyer of talent. A REAL STAR. Now employed with leading 4-A, but open for betterment.

*Seasoned 4-A's Copywriter-8 vrs. with leading agencies. VERSATILE in copy slants and agency methods. Experienced copy, contact, mdse'g foods, domestic appliances, etc. Good contact type. Above avg. in every respect. College Grad., age 36, Salary Open.

*SALES PROMO. & RADIO PROGRAM MGR.-Particularly strong in Food field, nearly 8 years with 2 large advertisers. Wrote, produced, directed and publicized HIGHLY SUCCESSFUL daily broadcasts for past 2 years. College Grad., age 30. Earned \$5,200. Salary Open.

WALTER A. LOWEN Placement Agency

11 West 42nd St., New York

Phone PEnnsylvania 6-4406

Film Facts...

The experience of successful users of business films is now your knowledge with the reading and preserving of the feature article, "More Sales With Business Films," appearing in the June issue of PRINTERS' INK MONTHLY. For it tells what to do, and how to do it, mistakes to guard against in the planning, showing and routing of films, and presents record forms for efficient keeping of attendance figures and number of showings.

PRINTERS' INK MONTHLY

ADVERTISING AGENCY

Man either owning Agency—or associated with advertiser or advertising organization wanted by small, recognized active New York agency. Must be able to develop immediate business. Commission and drawing arrangement or partnership. No cash investment. Reply held strictly confidential. "B," Box 214, Printers' Ink.

Cake are distributed to all diners in the grill with their dessert.

Thirty seconds before the broadcast starts, Little Jack Little, orchestra leader, tells the guests that he is going on the air, asks them to please refrain from dancing for fifteen minutes and, meanwhile, to help themselves to more cake.

Two members of the editorial staff of PRINTERS' INK returned from lunch one day recently and found that each had a bottle of milk awaiting him on his desk. Their first thought was that an office prank was being played but a letter attached to each bottle assured them the delivery was official.

"We are taking this means," wrote Miss Litchfield of the Sheffield Farms Company, "of calling to your attention our new radio program 'Once Upon a Time,' which will be broadcast tonight for the first time over WOR at 5:15. We hope you will like the program—and the milk."

This bit of dramatized promotion not only got the attention of those to whom the milk was sent but benefited from the curiosity of their business associates as well.

There's an argument in the Classroom. A few weeks ago one member cautioned against reading advertising aloud. "Printed advertising," he said, "has no sound." Now arises Member Charles F. Johns, of Enterprise Foundry Co., Limited, Sackville, N. B., to take issue with that piece of advice.

"I doubt the general application of that rule," says Mr. Johns. "While it may be true that 'printed advertising has no sound,' yet surely the copy part of an advertisement has 'sound' value. The general effect of an ad, its illustrations, headlines, layout, etc., should do the job without regard to 'sound'—but the copy itself, which we expect people to read, should

certainly
of being
consume
aloud th
ment in
the ment
same.
stand th
—if not
it's not to

May 31,

As an "sound" advertisi Street c paper. C is given it—not point wi

During heat-way in show heating, whisper out of pp to be 90 believed pushed he then rus. As a page 1.5 heat was a page 1.5 hea

smoulder spontane us to pu him down a polar a wear and approved suit. The case ina lighted v to restrai further p

He hasuit coul and he no fit the o 46" wais that we our bill said that friends a that we frigeration

We di as we fe mightly are at al our grow

Conve

JOBONTO MONTELAL WINNIPEG LONGONLES GIBBONS KNOWS CANADA

ALGARY MONTON 1934

iners

oad-

that

m to

for

e, to

orial

rned

and

e of

lesk.

t an

but

e as-

icial.

ans,"

hef-

lling

adio

ime,

t for

5:15.

gram

onno-

n of

sent

y of

the

ding

lver-

ind."

Co.,

take

ation

ohns.

inted

yet lver-

The

stra-

ould

to

hich

ould

ce.

11.

certainly be able to stand the test of being read aloud. While the consumer may not literally read aloud the copy of your advertisement in his favorite magazine, yet the mental process is practically the same. The best copy will always stand the test of being read aloud—if not, it may be good copy, but it's not the best."

As an example of copy that has "sound" value, Mr. Johns cites the advertising of Austin Reed, Regent Street clothier, in a London newspaper. One of these advertisements is given here in its entirety; read it—not aloud—and Mr. Johns' point will be made evident.

Pretty Cool

During one of last year's hottest heat-waves, a very fat man tottered in showing distinct signs of overheating. He told us in a red-hot whisper that his car had just run out of petrol in what was supposed to be 90° Fahrenheit but he firmly believed to be Centigrade. He had pushed his car out of the traffic and then rushed off for petrol.

As a result he knew he was now smouldering and on the point of spontaneous combustion. He asked us to put him out and try to cool him down. So we prescribed a bath, a polar shampoo, some light underwear and a grey tropical suit. He approved of everything except the suit. The word approved was in that case inadequate. He was so delighted with its airiness that we had to restrain his enthusiasm to prevent further pre-ignition.

He had no idea that a very light suit could make so much difference, and he never dreamed that we could fit the owner of a 48" chest and a 46" waist from stock. He insisted that we had saved his life and that our bill was absurdly modest. He said that he would send all his fat friends along at once and suggested that we should quote them for refrigeration on a tonnage basis.

We did not adopt his suggestion as we feared that in certain cases it mightly be coldly received, but we are at all times delighted to add to our growing list of cool customers.

Convention exhibits are apt to

Classified Advertisements

BUSINESS OPPORTUNITIES

Publishors!—A proved advertising producer wants to serve established publisher in W. Penna-Ohio-Mich-territory, 12 years with McGraw-Hill. Will be in New York June 12 to 20. Address: "Representative," 357 Bangor Bldg., Cleveland, 0.

OPPORTUNITY

for Sun-Tan or like manufacturer secure actual pictures for advertising copy, test data by capable editor and advertising writer making world tour. Leave about June 25. Write, wire or phone Kay Hardwick, 4306 46th St., Long Island City, N. Y. Fibone STIII Well 4-4394.

HELP WANTED

WANTED:—Young copywriter by a Middle Western pharmaceutical manufacturer. Must be able to write clear, forceful selling copy on ethical line to druggists. Also edit publication. Give past experience and samples of work. Box 839, Printers' Ink.

WANTED—An experienced buyer for a large manufacturing concern. Must have good personality, good references and a reasonable amount of experience. Please give full particulars in answering, including education, references and personal appearance. H. B. L., P. O. 63, Pittsburgh, Pa.

COPY WRITER:

The Trane Company, La Crosse, Wis., assist their salesmen with a special presentation on every air-conditioning sales job. This affords an opening for a copy writer who knows this kind of selling. Tell us about your experience, your age and other qualifications. State salary that will interest you.

POSITIONS WANTED

ADV. MAN, TEN YEARS WITH PUBLIC UTILITIES, MERCHAN-DISING, ETC. DESIRES SOUTH-ERN LOCATION. BOX 838, PRINTERS' INK.

SALES LETTERS

SALES LETTERS BRING \$585,000.00 \$138,000.00 in stock, \$72,000.00 worth of fountain syrups, \$156,000.00 in fire insurance premiums and \$199,000.00 worth of hearses were sold from letters written by Dean Burgess.

or nearest were sold from letters written by Dean Burgess.

If you would like to know what his sales letters can do for you, write Dean Burgess, 1537 Walnut St., Kansas City, Missouri.

CAUTION

Applicants for positions advertised in PRINTERS' INK are urged to use the utmost care in wrapping and fastening any samples of work addressed to us for forwarding.

Index of Advertisers

May 31, 1934

P	AG
Ayer & Son, Inc., N. W	
Baltimore Sun	6 8
Chicago Daily News	
Detroit Free Press	4:
Francis Press, Charles	9
Gibbons, Ltd., J. J	92
Help Wanted, "B." Box 214 Help Wanted, "C," Box 215 House & Garden30	9: 8: 3-3
Illustrated Newspapers, London, England	67
Literary Digest	91
Marschalk and Pratt, Inc Milwaukee Journal	7:
New Yorker New York Times	3!
Premium Service Co., Inc	82
Reynolds Metals Co	85 8-5
Saturday Evening Post22	-23
Time48	-49
Washington Star Worcester Telegram-Gazette	55

Every effort is made to keep this index free of errors, but no responsibility is assumed for any omission. be as deadly dull as an NRA speaker on the radio. Not that they are not given plenty of deep thought—as anyone knows who has had to labor and plan for one. It is difficult for a manufacturer, a paint manufacturer let us say, to devise a way of attracting people to his booth. So it is that an experience of one member of the Class will be welcome.

It is C. H. Frankenberg who relates the incident. He is sales promotion manager of The Savogran Company of Boston. The company had been exhibiting at conventions for years; painters knew almost as much about its products as did the company itself. Unless an unusual attraction was offered, it would be difficult to get a good attendance at the company's exhibit when the annual convention rolled around. C. K. Stodder, Savogran's president, had the idea which provided this attraction.

Why not feature a messenger service, he asked. Better still, let's arrange it so the delegate can leave with us a message for his friend in his own voice. The New York distributor of the Ediphone was prompt in approving the idea; offered to furnish and install a dictating machine, transcribing machine, a supply of cylinders and a demonstrator to handle the message service.

A bulletin announcing the "Tell and Hear Service" was sent by Savogran to those who were expected at the convention. When the convention was held, it is estimated that 90 per cent of those in attendance called at the company's booth, to leave or receive messages—and to learn more about its products.

New Accounts to Texas Agency

The Clifton Manufacturing Company, auto seat covers, tents, awnings, etc., and Imperial Laboratories, mineral crystals, both of Waco, Tex., have placed their advertising with the Bush-Barnes Advertising Agency, of that city.

Élect P. L. Jackson

Philip L. Jackson, publisher of the Portland, Oreg., Journal, has been elected president of the Portland Chamber of Commerce.

printi Yo when

corrections corrections ways Scowhy 1

begin mone Charl

CI

RA ney

ho ne.

ay,

exthe

vho ales voomonnew acts less red,

ex-

ler, dea

ger

et's ave

end ork

was of-

licch-

l a nes-

Tell

by ex-

hen stie in

ny's iges

its

etc., erysaced rnes

the



Whether you realize it or not, you pay for good printing, even when you don't get it.

You pay for it with the business it doesn't bring when the printing fails to make that necessary impression. You pay for it in the time it takes to correct obvious mistakes that good printing service corrects, and you pay for it in countless other ways not included in the printer's bill.

So, as long as you have to pay for it anyway, why not insist upon good printing service in the beginning—thus saving your time and your money? A simple way to do this is to call Charles Francis Press FIRST. MEdallion 3-3500.

"Ask the man we have served"

CHARLES FRANCIS PRESS

461 EIGHTH AVENUE AT 34 ST., NEW YORK



TOTAL DAILY NET PAID CIRCULATION

627,160

IN CHICAGO AND SUBURBS ALONE

 A daily coverage of the metropolitan market practically as great as the net coverage of any two other Chicago daily newspapers <u>COMBINED</u>

AND THE LOWEST GENERAL DAILY MILLINE RATE OF ANY CHICAGO NEWSPAPER

Chicago Tribune

*Figures are for six months ended March 31, 1934

P

OL. CI



N. W.

WASHING NEW YOR SAN FRA MONTREAL